



# 810-401<sup>Q&As</sup>

Selling Business Outcomes

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**QUESTION 1**

According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

- A. Executives are interested in satisfying customers\' needs and requirements.
- B. Managers and supervisors are committed to close the quality of service gap.
- C. Stakeholders are interested in being considered when developing and assessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.

Correct Answer: D

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**QUESTION 2**

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

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**QUESTION 3**

There are approximately nineteen industry verticals. Which five are relevant to Cisco? (Choose five.)

- A. Connected Learning
- B. Connected Buildings
- C. Connected Public Safety
- D. Health Care
- E. Disaster Management
- F. Connected City
- G. Connected Utilities
- H. Connected Factory



Correct Answer: CDFGH

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#### QUESTION 4

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Correct Answer: BD

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#### QUESTION 5

Which option has a broad-reaching effect on buying organizations?

- A. technology plan
- B. business unit projects
- C. corporate plan
- D. operating processes

Correct Answer: C

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