



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

What is the benefit of using the Business Model Canvas to understand and describe the customer's business?

- A. It is a mandatory tool in every business school.
- B. Business models are the same across industry verticals.
- C. Understanding the customer business model is essential for determining the right business outcomes.
- D. Each organization has multiple business models.

Correct Answer: C

QUESTION 2

Related to business outcomes, why are customers looking for Cisco and its Partners' solutions and services?

- A. To explore how technology innovation yields new revenue, lower costs, or reduce risk in more detail
- B. To help make a retailer aware of a restocking need while relying on a human interaction faster
- C. To help them more quickly or effectively deploy, absorb, and adopt technologies in which they make investments
- D. To allow customers to complete a marketing research as part of their investment funds

Correct Answer: C

QUESTION 3

Which framework can give the best insight and visual flow into how a customer's functions work together, to go from parts inventory through shipped product?

- A. business model canvas
- B. porters value chain
- C. critical success factor
- D. organization chart

Correct Answer: B

QUESTION 4

How does an open plan volume licensing model works?



- A. It does not specify individual users, so any user can access the service.
- B. It provides the organization with an agreed number of users.
- C. The costs are directly related to usage, not quantity of users.
- D. The enterprise pays as it acquires services.

Correct Answer: D

Section: (none)

QUESTION 5

Which option is the outcome when you compare the current state of technology with the capabilities of emerging technologies?

- A. Create a plan to migrate using cloud technologies.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify gaps for upgrading Cisco products.
- D. Identify the new stakeholders.

Correct Answer: B

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