



810-403^{Q&As}

Selling Business Outcomes

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**QUESTION 1**

Drag and drop the type of business case on the left to the business driver on the right.

Select and Place:

Drag and drop the type of business case on the left to the business driver on the right.

Financial Challenges	Conflicts in stakeholder goals
Financial Challenges	Reduction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

Correct Answer:

Drag and drop the type of business case on the left to the business driver on the right.

	Financial Challenges
	Financial Challenges
	Financial Opportunities
	Financial Opportunities

QUESTION 2

Which tool is recommended to help identify customer responsibilities in one of their business processes?

- A. BMC chart
- B. RACE report



C. Agile chart

D. RACI chart

Correct Answer: D

QUESTION 3

Which option is a primary reason for using the Cisco Services Solution story with customers?

A. to enhance the sales experience for an account manager

B. to raise customer expectations possible outcomes from larger IT investments

C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects

D. to provide a clear way to discuss services that all customers need

Correct Answer: C

QUESTION 4

Which two options provide financial benefits of business outcome-based selling? (Choose two.)

A. New mindset and new capabilities

B. Reduced CAPEX and lower project costs.

C. Increased accountability and a better understanding of resource use.

D. Process efficiencies and faster time to market for new solutions.

Correct Answer: BC

Section: (none)

QUESTION 5

Why is it convenient to tie business outcomes and the customer value proposition?

A. Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure.

B. Because this way you can establish fixed business goals and priorities and facilitate the deployment project management.

C. To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support.

D. Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability.



Correct Answer: C

Section: (none)

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