



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which three sentences are true regarding the stakeholder power grid? (Choose three.)

- A. It shows relationships of power among executives.
- B. It displays the risk position of future investments.
- C. It shows current and optimal future state.
- D. It is a visual picture.
- E. It shows quantitative information about stakeholder requirements.
- F. It shows differences among stakeholders.

Correct Answer: CDF

QUESTION 2

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

QUESTION 3

Emerging trends in technology are impacting business outcomes with respect to optimization and innovation. Which are the big four emerging trends?

- A. Cloud, Industry Issues, Consumerization, IT Appliances
- B. Cloud, Mobility, Activity-Based Working, Security
- C. Cloud, Social Media, Software-Defined Networking, Big Data
- D. Cloud, Mobility, Analytics, Social Media

Correct Answer: D

Section: (none)



QUESTION 4

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 5

Which option must be understood before identifying business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

Section: (none)

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