



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

What characteristic is unique to Cisco's intercloud solution?

- A. broad partner network
- B. includes public cloud
- C. advanced security features
- D. runs standard applications

Correct Answer: A

QUESTION 2

Which option is the main element of a Business Outcomes storyline?

- A. relevancy to customers' strategy
- B. Cisco differentiators
- C. Cisco products
- D. guaranteed customer ROI

Correct Answer: A

QUESTION 3

What is the benefit of understanding stakeholder interests?

- A. Understanding stakeholder interest helps sales people present solutions in the right business or technical language and context.
- B. Aligning the message to the audience requires an understanding of stakeholders' audience goals and ensure a good business proposition.
- C. Matching business needs to outcomes helps sales people present solutions in the right business or technical language and context.
- D. Aligning business goals and technical goals ensure sales people present solutions in the right business or technical language and context.

Correct Answer: A

Section: (none)

QUESTION 4



Which two main things must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

- A. role in company
- B. degree of influence
- C. size of budget
- D. purchasing power
- E. interest in results

Correct Answer: BE

QUESTION 5

Which two dimensions are used in the stakeholder power grid? (Choose two.)

- A. Influence/Authority
- B. Power/Influence
- C. Interest/Empathy
- D. Interest/Support
- E. Consensus/Support

Correct Answer: BD

Section: (none)

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