810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

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 2

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

A. Executives

B. Influencers

C. Employees

D. Decision makers

E. Suppliers

Correct Answer: ACE

Section: (none)

QUESTION 3

Which option describers Return on Investment (ROI)?

A. a percentage of dividing net return from a technology solution by the cost of that technologysolution

B. a percentage of dividing total investment from a technology solution by the costof that technology solution

C. a percentage of dividing net return from a technology solution by the margin of that technologysolution

D. a percentage of dividing present value from a technology solution by the cost of that technologysolution

Correct Answer: A

Section: (none)

QUESTION 4

How could IT as a Service help drive business outcomes?

A. By the fast technology acquisition options for the customers.

B. Providing an organization with the right to use the technology and service without the need for purchasing it.

C. Providing an organization with various options for the types of services to deploy.

D. Depending upon what the business is seeking, each type of service has different financial implications for business outcomes.

Correct Answer: D

Section: (none)

QUESTION 5

Which two options are valid combinations of tactic and audience you can use to create your business outcome message? (Choose two.)

A. Tactic: Use evidence; Audience type: Critical.

B. Tactic: Use evidence; Audience type: Uninformed.

C. Tactic: Build a bond; Audience type: Sympathetic.

D. Tactic: Build a bond; Audience type: Hostile.

E. Tactic: Acknowledge the view; Audience type: Critical.

Correct Answer: AC

Section: (none)

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