



# 810-403<sup>Q&As</sup>

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

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### 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)

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### QUESTION 3

Which option describes Return on Investment (ROI)?

- A. a percentage of dividing net return from a technology solution by the cost of that technology solution
- B. a percentage of dividing total investment from a technology solution by the cost of that technology solution
- C. a percentage of dividing net return from a technology solution by the margin of that technology solution
- D. a percentage of dividing present value from a technology solution by the cost of that technology solution

Correct Answer: A

Section: (none)

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#### 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)

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#### 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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