



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

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

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

Correct Answer: CE

Section: (none)

QUESTION 2

Which three options are customer motivators? (Choose three.)

- A. Achievable Business plan
- B. Shared risks with the vendor
- C. Increased services and solutions
- D. Realizable outcomes
- E. Simplify IT complexity

Correct Answer: BDE

Section: (none)

QUESTION 3

Which option is the most effective way to use best practices or scenarios during the selling process?

- A. in use cases that are relevant to the customer
- B. in business cases used previously
- C. in customer briefing documents
- D. in customer benefits statements

Correct Answer: A



QUESTION 4

When you seek customer support for an action, which framework can be used to plan influential communication?

- A. stakeholder analysis matrix
- B. seven elements
- C. principled negotiation
- D. business model canvas

Correct Answer: B

QUESTION 5

KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

- A. KPIs must be strategic and tactical in nature
- B. KPIs can be financial, managerial, or operational
- C. KPIs measure progress against goals
- D. KPIs are set according to priorities: magnitude and urgency
- E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

Correct Answer: ACD

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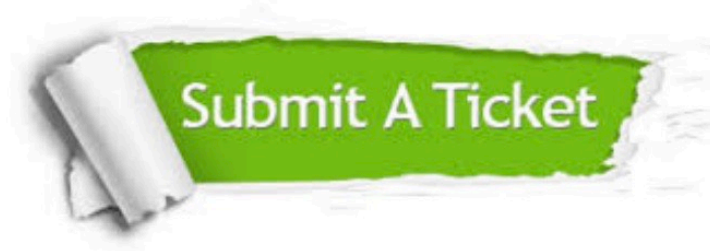
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