



Selling Business Outcomes Specialists

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#### **QUESTION 1**

Which of the following statements is true?

- A. You should avoid discussion of 3rd party products or services, when exploring possible solutions with the customer.
- B. TOGAF ADM is a standard framework to assess IT quality and productivity.
- C. Value chain analysis is the preferred method to assess customer sensitivity to price increases.
- D. Both Cisco and partner capabilities should be considered as viable candidates for inclusion in a solution design.

Correct Answer: D

#### **QUESTION 2**

Which of the following describes non-financial benefits provided by new capabilities or realizing target outcomes?

- A. Qualitative benefits
- B. Qualitative and quantitative benefits
- C. Quantitative benefits
- D. Non-qualitative benefits

Correct Answer: A

#### **QUESTION 3**

Which is an appropriate way to gain data useful for analyzing stakeholder support and power?

- A. Focus group with a team of customer executives
- B. Benchmark study
- C. Analyze win rates for the past 10 proposals you made to the company
- **D. Business Motivation Model**

Correct Answer: A

#### **QUESTION 4**

Which option describes a dependency?

- A. the reliance of one component on the functionality of another component
- B. a financial term for determining revenue generation requirements



- C. a reliance upon both quantitative and qualitative benefits of a solution component
- D. a way of grouping and classifying similar solution building blocks

Correct Answer: A

#### **QUESTION 5**

Which reason would be appropriate to disqualify a solution from being included in your recommendations?

- A. The cost and benefits can only be estimated within a 20% range of accuracy
- B. The features for a new release of the solution\\'s main product are not yet finalized
- C. The solution\\'s core product will be discontinued before the customer\\'s purchasing timeframe
- D. The solution includes new products which the customer previously did not have interest in purchasing

Correct Answer: C

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