



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

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 2

Which option is the main benefit of the Internet of Everything?

- A. makes better use of legacy investments
- B. brings improvements to businesses and people
- C. discrete focus on top industries health and finance
- D. compensates for errors in business process design

Correct Answer: B

Section: (none)

QUESTION 3

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Select and Place:



Faster time to market	indirect
Reduced product management	indirect
Reduced CAPEX and OPEX	indirect
Improved customer satisfaction	direct
Higher employee morale	direct
Impact on TCO	direct

Correct Answer:

	Faster time to market
	Improved customer satisfaction
	Higher employee morale
	Reduced CAPEX and OPEX
	Reduced product management
	Impact on TCO

QUESTION 4

Which option is a structured process to understand business landscape and context?



- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Correct Answer: A

Section: (none)

QUESTION 5

Which two questions are used during high level outcome selling? (Choose two.)

- A. What are the technical restrictions of business?
- B. How is progress vs. outcomes measured?
- C. How does talent architecture influence the definition of business outcomes?
- D. How are the goals of top executives achieved?
- E. What capabilities are needed to achieve the outcomes?

Correct Answer: BE

Section: (none)

QUESTION 6

Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. additional teams to implement solutions in a timely manner
- B. relationships with key Cisco personnel
- C. a large customer base for which to sell Cisco services
- D. Cisco expertise and the ability to have specializations in certain practice areas

Correct Answer: D

Section: (none)

QUESTION 7

Which is a direct financial benefit from business outcomes?

- A. increased net present value



- B. reduced capital expenditures
- C. increased chargeback
- D. increased total cost of ownership

Correct Answer: B

QUESTION 8

Which type of organizational goals do key performance indicators measure?

- A. tactical
- B. strategic
- C. financial
- D. technological

Correct Answer: C

Section: (none)

QUESTION 9

Which four aspects are considered by the Business Model Canvas? (Choose four.)

- A. Finances
- B. Business structure
- C. Sales people
- D. Business development teams
- E. Business value proposition
- F. Strategic Analysis

Correct Answer: ABCE

Section: (none)

QUESTION 10

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group



- C. survey
- D. questionnaire
- E. interview

Correct Answer: AB

QUESTION 11

DRAG DROP

Select and Place:

Drag and drop the components of a business case for change into the suggested order for presentation.

business strategy	1
business value proposition	2
business change life cycle	3
KPI, CSF metrics	4
technology solutions	5

Correct Answer:

Drag and drop the components of a business case for change into the suggested order for presentation.

	business value proposition
	business strategy
	business change life cycle
	technology solutions
	KPI, CSF, metrics

QUESTION 12

According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

- A. Executives are interested in satisfying customers\' needs and requirements.
- B. Managers and supervisors are committed to close the quality of service gap.
- C. Stakeholders are interested in being considered when developing and assessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.



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Correct Answer: D

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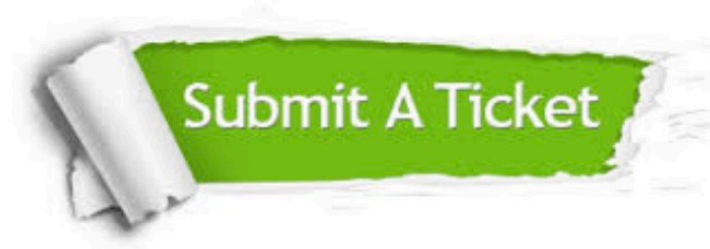
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