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QUESTION 1

You need to identify the most critical component in the implementation plan to improve the Contoso sales process. Which component should you identify?

- A. Detailed test strategy
- B. Key stakeholders buy-in of project budget
- C. Project plan and schedule
- D. Working demo of proposed changes

Correct Answer: C

QUESTION 2

You need to recommend changes to the Contoso sales business process to increase the revenue generated by the sales team. Which business process change should you recommend?

A. Integrate App1 and the current desktop applications.

B. Centralize all sales initiatives through the main office.

C. Remove App1 and have sales employees use Outlook, Excel, and Word to manage accounts.

D. Limit the use of App1 to inside sales personnel and provide outside sales personnel more direct customer contact time.

Correct Answer: A

QUESTION 3

You need to identify which issue has the greatest business impact on the Contoso sales process. What should you identify?

A. Sales employees have difficulty accessing accurate sales information.

- B. Sales employees spend too much time maintaining customer information.
- C. The Human Resources department will need to hire additional sales employees.
- D. The Human Resources department will need to hire additional helpdesk employees.

Correct Answer: B



QUESTION 4

You need to calculate the key benefit for the Contoso sales team. What should you calculate?

- A. Average revenue per hour per full-time equivalent (FTE) times the number of hours saved
- B. Estimated revenue per customer times the number of new customers
- C. Loaded hourly cost per full-time equivalent (FTE) times the number of hours saved
- D. Value of sales teams reduced attrition rate

Correct Answer: A

QUESTION 5

You need to identify which key business decision maker at Contoso is responsible for approving a sales improvement project. Who should you identify?

- A. Chief Financial Officer (CFO)
- B. Chief Information Officer (CIO)
- C. Sales Executive
- D. VP of Sales
- Correct Answer: D

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