



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to provide a clear way to discuss services that all customers need
- B. to raise awareness of Cisco Services relevancy to go beyond break/fix support
- C. to enhance the sales experience for an account manager
- D. to raise customer expectations of possible outcomes from larger IT investments

Correct Answer: C

QUESTION 2

Which type of organizational goals do key performance indicators measure?

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

Correct Answer: C

QUESTION 3

Which two options are part of customer relationship management? (Choose two.)

- A. Developing market research.
- B. Moving the customer towards positive decisions about IT investments and initiatives
- C. Classifying customer segments.
- D. Identifying key stakeholders.

Correct Answer: BD

QUESTION 4

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

QUESTION 5

Which three options are examples of KPIs for Business Outcomes? (Choose three.)

- A. Improved customer satisfaction
- B. Increased IT service performance
- C. Lower IT asset obsolescence
- D. Revenue growth
- E. Lower OPEX
- F. Increased IT asset utilization

Correct Answer: ADE

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