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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