

# 810-401<sup>Q&As</sup>

Selling Business Outcomes

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### **QUESTION 1**

Cisco Internet of Everything connects people, processes, things, and data. Which two of its characteristics have an impact on businesses? (Choose two.)

- A. Leveraging data into more useful information for decision-making
- B. Connecting people for measuring services\\' usage trends
- C. Delivering the solutions and products to the right person at the right time
- D. Having physical devices and objects connected to the Internet and to each other for intelligent decision making

Correct Answer: AC

#### **QUESTION 2**

Which categories can collaboration help achieve business goals for the customer?

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Correct Answer: D

#### **QUESTION 3**

Which three questions are specified by the Seven Elements Framework? (Choose three.)

- A. Working environment characteristics?
- B. Existing relationship?
- C. Compliance with ISO 20K?
- D. Understanding of own and others interests?
- E. Consequences of not reaching agreement or support?

Correct Answer: BDE

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## **QUESTION 4**

Which question provides the best information to define customer success factors?

- A. What are your business objectives for this project/initiative?
- B. What tools are you looking for, to better measure your ROI?
- C. What services do you need?
- D. Which Cisco products best fit your goals?

Correct Answer: A

### **QUESTION 5**

How does a performance measurement help the customer business?

- A. Provides feedback on progress towards settled goals.
- B. Compliance of certain industries regulations.
- C. Help companies monitor its past state.
- D. To reward and to discipline employees.

Correct Answer: A

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