



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

There are approximately nineteen industry verticals. Which five are relevant to Cisco? (Choose five.)

- A. Connected Learning
- B. Connected Buildings
- C. Connected Public Safety
- D. Health Care
- E. Disaster Management
- F. Connected City
- G. Connected Utilities
- H. Connected Factory

Correct Answer: CDFGH

QUESTION 2

What are the most reliable sources for enablement at Cisco besides playbooks?

- A. Wikipedia and Google
- B. PartnerCentral and Salesconnect
- C. Industry articles and blogs
- D. Research and trends reports

Correct Answer: B

QUESTION 3

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

- A. Using Next Generation IT to increase service quality. Also, reducing risk, complexity and costs
- B. Refining, enriching or developing and enabling new business processes, new markets, and customer interactions
- C. Taking advantage of new technology to increase business relevance
- D. Improving agility and ability to create or deploy high quality, differentiated, innovative services for end users



Correct Answer: B

QUESTION 4

Which characteristic of the Cisco Internet of Everything has the most impact on business?

- A. connecting people for measuring the usage trends of services
- B. delivering the services to the right person at the right time
- C. leveraging data into more useful information for decision making
- D. having physical devices and objects connected to the internet

Correct Answer: C

QUESTION 5

Which option is a benefit of Cisco enablement resources?

- A. the ability to create personalized "briefcases" of content
- B. a single place to find business proposals and instructor-led training
- C. access to kits of bundled content, including IOS images and more
- D. it enhances the selling process for seller and the customer

Correct Answer: D

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