



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

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 2

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Correct Answer: BD

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

Which two options are benefits of effective communication with stakeholders? (Choose two.)

- A. It allows other strengths to create maximum impact.



- B. It lessen the impact of business weakness.
- C. It helps mitigate the intrinsic risks with negotiation.
- D. It allows effective interaction between stakeholders.

Correct Answer: CD

QUESTION 5

Which solution enables business outcomes in the healthcare industry?

- A. Multilayer Switching
- B. Medianet
- C. Collaboration
- D. Advanced Routing

Correct Answer: C

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