



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

DRAG DROP

Select and Place:

Drag and drop the components of a business case for change into the suggested order for presentation.	
business strategy	1
business value proposition	2
business change life cycle	3
KPI, CSF metrics	4
technology solutions	5

Correct Answer:

Drag and drop the components of a business case for change into the suggested order for presentation.	
	business value proposition
	business strategy
	business change life cycle
	technology solutions
	KPI, CSF metrics

QUESTION 2

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 3

Which three options are additional costs arising from a subscription model and should be factored into the total cost of ownership of IT as a Service?

- A. auditing and control
- B. cost of hardware and software
- C. software asset and managed
- D. cost of accounting and tracking
- E. quality assurance management
- F. chargeback and showback

Correct Answer: ACD

Section: (none) References:

QUESTION 4

Which three options are perspectives of the customer needs? (Choose three.)

- A. Functional Area Management
- B. Finding Investors
- C. Technical Professionals
- D. Executive Management
- E. Strategic Executives
- F. Operative Professionals

Correct Answer: ACD

QUESTION 5

Which are two purposes of the Cisco enablement resources and Cisco Playbooks when articulating the business value to customers? (Choose two.)

- A. To help the sales force develop new marketing strategies.
- B. To provide additional information on Cisco solutions and services.
- C. To enhance the technology experience and influence the customer.
- D. To improve the proposal and provide the bill of materials to the customer.
- E. To help the sales force with the selling process.

Correct Answer: BC

Section: (none)



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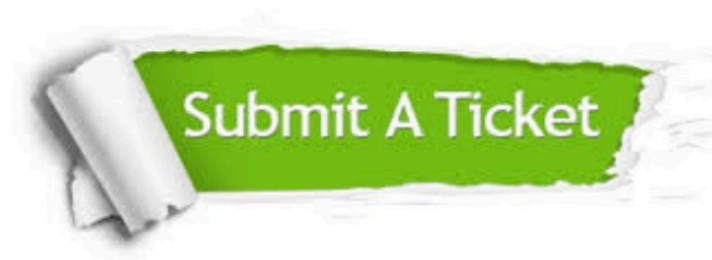
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