



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

Why is it necessary to discuss the different types of licensing models with the customer?

- A. To ensure that the model being considered is the best fit for the required number of users.
- B. to determine what model allows for greater discounts.
- C. To consider the ability of the organization for adapting to the new consumption model
- D. To determine what models will provide the greatest financial benefits and business outcomes

Correct Answer: D

QUESTION 2

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

Section: (none)

QUESTION 3

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C



QUESTION 4

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 5

Which three options are factors or components that must be considered when dealing with a business value proposition? (Choose three.)

- A. Technological Development
- B. Key Performance Indicators
- C. Firm Infrastructure
- D. Capital Expenditures
- E. Human Resource Management
- F. Operating Expenses

Correct Answer: BDF

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