



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

Why is it convenient to tie business outcomes and the customer value proposition?

- A. Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure.
- B. Because this way you can establish fixed business goals and priorities and facilitate the deployment project management.
- C. To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support.
- D. Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability.

Correct Answer: C

Section: (none)

QUESTION 2

Which two options are reasons why effective communications is the key to success? (Choose two.)

- A. It allows effective interaction between stakeholders.
- B. Can help mitigate the intrinsic risks within negotiation.
- C. It allows other strengths to create maximum impact.
- D. Can help lessen the impact of business weakness.

Correct Answer: AD

QUESTION 3

Which statement best describes the Cisco sales approach?

- A. Understand the goals of the buyer.
- B. Focus on Cisco technologies already in place.
- C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.
- D. Pay attention to details that the customer is sharing about their needs.

Correct Answer: C

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

Section: (none)

QUESTION 5

How does an open plan volume licensing model works?

- A. It does not specify individual users, so any user can access the service.
- B. It provides the organization with an agreed number of users.
- C. The costs are directly related to usage, not quantity of users.
- D. The enterprise pays as it acquires services.

Correct Answer: D

Section: (none)

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