



# 810-403<sup>Q&As</sup>

Selling Business Outcomes

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### QUESTION 1

How does a performance measurement help the customer business?

- A. Provides feedback on progress towards settled goals.
- B. Compliance of certain industries regulations.
- C. Help companies monitor its past state.
- D. To reward and to discipline employees.

Correct Answer: A

Section: (none)

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### 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)

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### QUESTION 3

Which option has a broad-reaching effect on buying organizations?

- A. technology plan
- B. business unit projects
- C. corporate plan
- D. operating processes

Correct Answer: C

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#### 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

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#### QUESTION 5

Emerging trends in technology are impacting business outcomes with respect to optimization and innovation. Which are the big four emerging trends?

- A. Cloud, Industry Issues, Consumerization, IT Appliances
- B. Cloud, Mobility, Activity-Based Working, Security
- C. Cloud, Social Media, Software-Defined Networking, Big Data
- D. Cloud, Mobility, Analytics, Social Media

Correct Answer: D

Section: (none)

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