



810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)





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QUESTION 1

Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. Cisco expertise and the ability to have specializations in certain practice areas
- B. a large customer base for which to sell Cisco services
- C. relationships with key Cisco personnel
- D. additional teams to implement solutions in a timely manner

Correct Answer: A

QUESTION 2

Which resource can a sales person incorporate into the business outcome story?

- A. Include a detailed business strategic plan
- B. Describe the project definition.
- C. Explain technology innovations.
- D. Identify the customers\' care-about.

Correct Answer: A

QUESTION 3

Which goal of the Cisco business architect in a business architecture engagement is true?

- A. Lead post-sales technical support
- B. Gain experience in developing low-level designs.
- C. Convey Cisco relevancy to business capabilities and solutions.
- D. Provide Cisco specific technology solutions.

Correct Answer: A

QUESTION 4

Why are customer stakeholders important to the business outcome-based sales approach?

- A. Because understanding the concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.



- B. Because stakeholders consists of partners who are either part of the organization or are external to the organization.
- C. Because stakeholder strategy influence business needs and their involvement in a project to change them.
- D. Because relevant and potential stakeholders exist across customers\' and sales professionals\' organizational and functional roles.

Correct Answer: D

QUESTION 5

Which three options are considerations you have to take into account when communicating the business outcomes story? (Choose three.)

- A. Be aware of people\'s time and length of presentation.
- B. Organize the presentation so that the message is clear and key points emerge early.
- C. Prepare carefully the agenda and the objectives definitions.
- D. Use the right verbal and corporate language.
- E. Know your audience and what is of interest to them.

Correct Answer: ABE

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