



# 820-424<sup>Q&As</sup>

Selling Business Outcomes Specialists

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### QUESTION 1

Which tool or document can help you identify areas of gaps in knowledge about your customer's overall strategy and operating model?

- A. Business Model Canvas
- B. An account coverage plan for your team's territory
- C. A win/loss review from a proposal delivered to the customer 12 months ago
- D. Customer's communications plan for the rollout of a new application

Correct Answer: A

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### QUESTION 2

Which is true regarding a first pass draft of the business case?

- A. Include a baseline for major costs and benefits, as a starting point for deeper analysis
- B. You should not include costs of services, because resources might not be available to deliver the project
- C. Only start thinking about the first draft once you have a full picture of deployment and transition costs
- D. Ask the customer to commit on a specific deployment schedule, so you can accurately identify the timing of rollout expenses

Correct Answer: A

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### QUESTION 3

Which component of a technology implementation is often overlooked?

- A. calculation of ongoing operational expenditure
- B. risk mitigation
- C. user adoption
- D. gap analysis

Correct Answer: C

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### QUESTION 4

What relieves a customer's pain points and directly enables business results?

- A. An IT solution aligned to customer needs



- B. Analysis of a customer's value chain
- C. Cisco Validated Designs
- D. Industry best practice Business Model Canvas

Correct Answer: A

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#### QUESTION 5

Which two options are examples of benefits of conducting a pilot for a technology implementation? (Choose two.)

- A. Reduces overall cost
- B. Reduces risk
- C. Helps to secure buy-in from business decision makers
- D. Reduces time to deliver technology to customers
- E. Reduces management time needed to implement the technology

Correct Answer: BC

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