



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

Selling Business Outcomes Specialists

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#### QUESTION 1

Which option provides best practice guidance for implementing a governance process for technology implementation?

- A. SWOT
- B. TOGAF
- C. ITIL
- D. PMP

Correct Answer: B

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#### QUESTION 2

Assuming the customer is a retail store chain, which describes a business benefit from using technology?

- A. A new video system with a strong track record for quality is implemented.
- B. Store managers better understand their compensation plan, since wording is simpler.
- C. Higher revenue per customer is possible, based on personalized tips being sent to shopper smartphones.
- D. IT staff completes a performance management software tool upgrade on time.

Correct Answer: C

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#### QUESTION 3

Which option describes the recommended approach to identifying new opportunities and capabilities to support the customer?

- A. Proactively ask business and technical decision makers about their challenges and opportunities
- B. Wait for the customer to approach you regarding their further technology requirements
- C. Present the features, advantages and benefits of additional technology solutions with your customer
- D. Ask the technical and business decision makers to organize a sales meeting with your sales team

Correct Answer: A

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#### QUESTION 4

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 5

Which describes a business capability assessment?

- A. Review of current capability metrics
- B. How capabilities are currently implemented in competitive organizations (measurement formulas)
- C. A survey covering skills levels within the customer's IT organization
- D. Brainstorming about how process model governance could be improved

Correct Answer: A

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