



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

Selling Business Outcomes Specialists

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#### QUESTION 1

Which two options describe why is it important to develop a trust relationship with stakeholders? (Choose two).

- A. In order for them to share relevant information with you
- B. In order to make the sales process easier
- C. In order to make them like you
- D. In order for them to listen to your proposals
- E. In order to maximize the revenue you can get from the relationship

Correct Answer: AD

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#### QUESTION 2

What is the benefit of turning a pain point into an opportunity?

- A. Allows the customer to overcome a perceived issue with upside potential
- B. Reduces IT costs to the business
- C. Uses technology to raise efficiency
- D. Raises IT spending and leads to higher return on investment

Correct Answer: A

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#### QUESTION 3

When using the Business Model Canvas, which two options would justify dividing customers into multiple customer segments? (Choose two.)

- A. They purchase online or in-store
- B. They are reached through different distribution channels
- C. They use CAPEX or OPEX models for financing their purchases
- D. They are willing to pay for different aspects of the offer
- E. They require different levels of customer service

Correct Answer: BD

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#### QUESTION 4



Which option is an operational outcome?

- A. availability of end-user support
- B. better quality management decision-making
- C. standardized tools and processes
- D. increased quality of service for managers

Correct Answer: C

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#### QUESTION 5

Which of the following is a key step in creating an implementation roadmap and gaining customer buy-in for it?

- A. Developing a roadmap executive summary
- B. Proving technical capability against business requirements
- C. Validating the roadmap and all assumptions with the customer
- D. Including an indexed glossary of all technical terminology

Correct Answer: C

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