



820-424^{Q&As}

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QUESTION 1

Which option describes Step 2 of Cisco's outcome-based sales approach?

- A. Get a lead, find a customer who may be interested
- B. Assemble your sales team and determine your objectives
- C. Gather what you know about the customer
- D. Meet with your customer to uncover, validate and help them prioritize their business care-about

Correct Answer: C

QUESTION 2

Which is the Cisco recommended technique for verifying the 'as-is' state of the business?

- A. Discussing the Business Model Canvas
- B. Presenting the root cause analysis of a customer problem
- C. Modeling high volume parts of the customer's business process
- D. Using "The five whys" questioning approach

Correct Answer: A

QUESTION 3

What two factors could influence the duration of a transition? (Choose two.)

- A. Budget cycle and funding
- B. Capability complexity
- C. The # days it takes to deliver a proposal for a briefing on advanced technology
- D. Availability of IT resources for backup and recovery

Correct Answer: AB

QUESTION 4

Which option is the recommended approach to gain access to additional key stakeholders within the customer organization?

- A. Approach the stakeholder through their gatekeeper



- B. Approach the stakeholder direct
- C. External referral from a C level executive
- D. Internal referral from an existing contact

Correct Answer: D

QUESTION 5

Which three factors help with technology solution adoption? (Choose three.)

- A. Ongoing availability of and support for the previous technology
- B. Increased quality of service for customers
- C. Improved processes that generate better productivity levels
- D. Strong leadership from a senior manager with authority
- E. Education of users as to the need for change
- F. High quality end user support during the adoption phase

Correct Answer: DEF

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