810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which three options are examples of KPIs for Business Outcomes? (Choose three.)

A. Improved customer satisfaction

B. Increased IT service performance

C. Lower IT asset obsolescence

D. Revenue growth

E. Lower OPEX

F. Increased IT asset utilization

Correct Answer: ADE

QUESTION 2

Which option describers Return on Investment (ROI)?

A. a percentage of dividing net return from a technology solution by the cost of that technologysolution

B. a percentage of dividing total investment from a technology solution by the costof that technology solution

C. a percentage of dividing net return from a technology solution by the margin of that technologysolution

D. a percentage of dividing present value from a technology solution by the cost of that technologysolution

Correct Answer: A

QUESTION 3

Which two options are major tensions that business performance measurement could help balance? (Choose two.)

A. Responsive / non-responsive.

B. Different performance expectations.

C. Profit, growth and control.

D. Critical / non-critical.

E. Monitor and control.

Correct Answer: BC

QUESTION 4

In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

A. Revenue from this model could increase in 25%.

B. Revenue from this model is immediate.

C. Revenue from this model is realized over a longer period of time.

D. Revenue from this model is three times bigger than in the traditional product selling.

Correct Answer: C

QUESTION 5

Which question provides the best information to define customer success factors?

A. What are your business objectives for this project/initiative?

B. What tools are you looking for, to better measure your ROI?

C. What services do you need?

D. Which Cisco products best fit your goals?

Correct Answer: A

QUESTION 6

Which option must be understood before identifying business outcome opportunities?

A. organization chart

B. decision-making process

C. current technology plan

D. customer value proposition

Correct Answer: D

QUESTION 7

Which one of the following solutions enables business outcomes in the manufacturing industry?

A. Remote Expert

B. Advanced Routing

C. Service Provider Network Infrastructure

D. Plant Floor Control Network

E. Multilayer Switching

Correct Answer: C

QUESTION 8

Which two main things must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

A. role in company

B. degree of influence

C. size of budget

D. purchasing power

E. interest in results

Correct Answer: BE

QUESTION 9

How could IT as a Service help drive business outcomes?

A. By the fast technology acquisition options for the customers.

B. Providing an organization with the right to use the technology and service without the need for purchasing it.

C. Providing an organization with various options for the types of services to deploy.

D. Depending upon what the business is seeking, each type of service has different financial implications for business outcomes.

Correct Answer: D

QUESTION 10

Which three sentences are true regarding the stakeholder power grid? (Choose three.)

A. It shows relationships of power among executives.

B. It displays the risk position of future investments.

C. It shows current and optimal future state.

D. It is a visual picture.

E. It shows quantitative information about stakeholder requirements.

F. It shows differences among stakeholders.

Correct Answer: CDF

QUESTION 11

What are the most reliable sources for enablement at Cisco besides playbooks?

A. Wikipedia and Google

B. PartnerCentral and Salesconnect

C. Industry articles and blogs

D. Research and trends reports

Correct Answer: B

QUESTION 12

What is the benefit of using the Business Model Canvas to understand and describe the customer\\'s business?

A. It is a mandatory tool in every business school.

B. Business models are the same across industry verticals.

C. Understanding the customer business model is essential for determining the right business outcomes.

D. Each organization has multiple business models.

Correct Answer: C

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