



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

- A. KPIs must be strategic and tactical in nature
- B. KPIs can be financial, managerial, or operational
- C. KPIs measure progress against goals
- D. KPIs are set according to priorities: magnitude and urgency
- E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

Correct Answer: ACD

QUESTION 2

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 3

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 4



Which option is the main benefit of the Internet of Everything?

- A. makes better use of legacy investments
- B. brings improvements to businesses and people
- C. discrete focus on top industries health and finance
- D. compensates for errors in business process design

Correct Answer: B

Section: (none)

QUESTION 5

How does understanding the customer's business model holistically address the customer's business challenge?

- A. Segmented solutions designed for their specific outcomes make it easier for them to be more relevant to their company's business challenges.
- B. Customers define how they want to measure success, and we work with them to turn this into metrics and a plan to achieve results.
- C. As your conversations become more focused on their business challenges and value, customers will see you as a problem solver and not just a sales person.
- D. With the comprehensive solution addressing their whole infrastructure, it is easier for customers to see value and progress, see gaps and what is next, and manage their IT investments.

Correct Answer: D

QUESTION 6

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to provide a clear way to discuss services that all customers need
- B. to raise awareness of Cisco Services relevancy to go beyond break/fix support
- C. to enhance the sales experience for an account manager
- D. to raise customer expectations of possible outcomes from larger IT investments

Correct Answer: C

QUESTION 7

Which option is one of the ways customers expect to gain access to a capability while paying for it?

- A. improve operations



- B. encourage consumption
- C. acquire technology
- D. access new cloud services

Correct Answer: A

Section: (none)

QUESTION 8

CSFs define what an organization should be good at. Which two options are characteristics of CSFs? (Choose two.)

- A. CSFs are quantitative in nature and focus stakeholder relationships
- B. CSFs describe an element that is needed by an organization or project to reach its goal
- C. CSFs help link business initiatives or processes with selling, designing, developing, and adopting solutions and services
- D. CSFs should receive special and continual attention from management in order to help the organization be effective

Correct Answer: BD

Section: (none)

QUESTION 9

Which option is a recommended activity that is important for outcome selling?

- A. Use a checklist to cover all renewal needs.
- B. Have strategic value-based discussions with management.
- C. Ask questions until you have filled out the required tool checklist.
- D. Identify which services are associated with a Cisco product.

Correct Answer: B

QUESTION 10

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group



- C. survey
- D. questionnaire
- E. interview

Correct Answer: AB

QUESTION 11

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

Section: (none)

QUESTION 12

Which option is a difference in the set of questions that Cisco's approach to outcomes- based sales users

- A. The product approach answers the question of what product is needed, while the outcomes approach answers what capabilities are needed to achieve the solutions.
- B. The product approach answers the question of how progress is displayed and correctly communicated, while the outcomes approach answers what the business objectives services must be included in each solution.
- C. The product approach answers the question of what product is needed, while the outcomes approach answers what the business objectives and desired outcomes are.
- D. The product approach answers the question of what capabilities are needed to deliver product and services, while the outcomes approach gives an answer to what the business rules and capabilities are.

Correct Answer: C

Section: (none)

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