



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which two questions are used during high level outcome selling? (Choose two.)

- A. What are the technical restrictions of business?
- B. How is progress vs. outcomes measured?
- C. How does talent architecture influence the definition of business outcomes?
- D. How are the goals of top executives achieved?
- E. What capabilities are needed to achieve the outcomes?

Correct Answer: BE

QUESTION 2

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 3

Which three additional costs may arise from a subscription model and should be factored into the total cost of ownership of IT as a Service? (Choose three.)

- A. Cost of accounting and tracking
- B. Software asset and management
- C. Cost of Hardware and Software
- D. Auditing and control
- E. Chargeback and Showback
- F. It varies, depending on the technology solution or service



Correct Answer: ABD

QUESTION 4

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 5

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

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