# 810-401<sup>Q&As</sup>

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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