



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which three questions are specified by the Seven Elements Framework? (Choose three.)

- A. Working environment characteristics?
- B. Existing relationship?
- C. Compliance with ISO 20K?
- D. Understanding of own and others interests?
- E. Consequences of not reaching agreement or support?

Correct Answer: BDE

QUESTION 2

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

QUESTION 3

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 4



Which two options are indirect benefits of a business outcome? (Choose two.)

- A. Lower maintenance contract cost
- B. Improved customer satisfaction
- C. Lower purchase price of IT assets
- D. Faster time to market for new solutions

Correct Answer: BD

QUESTION 5

Which type of organizational goals do key performance indicators measure?

- A. tactical
- B. strategic
- C. financial
- D. technological

Correct Answer: C

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