



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?

- A. skills to manage risks related to use of emerging technologies
- B. globalization of the sales force
- C. new product launches that require IT capacity
- D. competition in the industry due to end of regulations

Correct Answer: A

QUESTION 2

Which are two purposes of the Cisco enablement resources and Cisco Playbooks when articulating the business value to customers? (Choose two.)

- A. To help the sales force develop new marketing strategies.
- B. To provide additional information on Cisco solutions and services.
- C. To enhance the technology experience and influence the customer.
- D. To improve the proposal and provide the bill of materials to the customer.
- E. To help the sales force with the selling process.

Correct Answer: BC

QUESTION 3

According to research, what is the leading reason that technology projects fail?

- A. poor stakeholder identification and management
- B. lack of budget
- C. too many stakeholders
- D. lack of a business model canvas

Correct Answer: A

Exam B



QUESTION 4

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 5

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

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