



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

What should a sales professional use to ensure a clear understanding of the top priorities of an organization during a business outcome selling?

- A. A technology gap analysis of the organization's infrastructure.
- B. The list of CSFs and KPIs of the organization.
- C. The analysis of the consumption model that the customer is looking to implement.
- D. A study of the impact that the current state of technology has on the business.

Correct Answer: B

QUESTION 2

Why is it necessary to discuss the different types of licensing models with the customer?

- A. To ensure that the model being considered is the best fit for the required number of users.
- B. to determine what model allows for greater discounts.
- C. To consider the ability of the organization for adapting to the new consumption model
- D. To determine what models will provide the greatest financial benefits and business outcomes

Correct Answer: D

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 options are three examples of Critical Success Factors? (Choose three.)



- A. Increasing manufacturing efficiency at a rate above increases in supplies
- B. Attracting and retaining more highly qualified staff versus competitors
- C. Providing a holistic perspective to the core business drivers and business outcomes
- D. Matching customer retention rate to customer retention objective
- E. Selling a greater share of profitable products to our customers

Correct Answer: ABE

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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