



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

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

Section: (none)

QUESTION 2

Which statement best describes the Cisco sales approach?

- A. Understand the goals of the buyer.
- B. Focus on Cisco technologies already in place.
- C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.
- D. Pay attention to details that the customer is sharing about their needs.

Correct Answer: C

QUESTION 3

Which three options are financial challenges in business outcome-based selling? (Choose three.)

- A. Competing stakeholder goals and expectations.
- B. Difficulty to determine external value.
- C. Financial resources are distributed across functional areas.
- D. Competitive analysis is often incomplete.
- E. IT adoption and implementation may have long business cycles.

Correct Answer: ACE

Section: (none)

QUESTION 4



The customer mindset across verticals is changing as they become more aware of technology solutions and their influence on the organization. Which three options are characteristics of this customer mindset? (Choose three.)

- A. Perspective towards technology services and solutions is same across industry verticals
- B. Less loyal to a specific vendor due to technology as a commodity and availability of service solutions
- C. Expect providers to sell products and contracts
- D. Expect measurable value in terms of business outcomes
- E. Have a greater understanding of the competitive market and service and solution providers

Correct Answer: BDE

Section: (none)

QUESTION 5

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

Section: (none)



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