



810-403^{Q&As}

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QUESTION 1

Which option is a structured process to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Correct Answer: A

Section: (none)

QUESTION 2

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects
- D. to provide a clear way to discuss services that all customers need

Correct Answer: C

QUESTION 3

Which connection would be used to describe ads that a smartphone sends as a person walks around a retail store?

- A. machine-to-machine
- B. business-to-consumer
- C. machine-to-person
- D. sensor-to-device

Correct Answer: C

QUESTION 4

Which two options are benefits of Cisco's overall portfolio with respect to the set of buyers? (Choose two.)

- A. increased business performance



- B. enhanced accountability
- C. real-time business intelligence
- D. higher service availability

Correct Answer: AB

Section: (none)

QUESTION 5

Which option must you know when you plan to negotiate or reach agreement?

- A. underlying Interests of the stakeholders
- B. timing for decision on purchases
- C. the customer budget
- D. Cisco offerings

Correct Answer: A

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