



# 810-403<sup>Q&As</sup>

Selling Business Outcomes

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### QUESTION 1

There are approximately nineteen industry verticals. Which five are relevant to Cisco? (Choose five.)

- A. Connected Learning
- B. Connected Buildings
- C. Connected Public Safety
- D. Health Care
- E. Disaster Management
- F. Connected City
- G. Connected Utilities
- H. Connected Factory

Correct Answer: CDFGH

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### QUESTION 2

Which option is a benefit of Cisco enablement resources?

- A. the ability to create personalized "briefcases" of content
- B. a single place to find business proposals and instructor-led training
- C. access to kits of bundled content, including IOS images and more
- D. it enhances the selling process for seller and the customer

Correct Answer: D

Section: (none)

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### QUESTION 3

RACI model aids can be used to understand specific aspects of stakeholders\' involvement in businesses. What does RACI stand for?

- A. Responsible, Accountable, Consulted, Informed
- B. Reconciler, Accountable, Consulted, Independent
- C. Responsible, Assertive, Consulted, Informed



- D. Reconciler, Assertive, Consulted, Informed
- E. Responsible, Accountable, Consulted, Influenced

Correct Answer: A

Section: (none)

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#### QUESTION 4

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

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#### QUESTION 5

Which three options are perspectives of the customer needs? (Choose three.)

- A. Functional Area Management
- B. Finding Investors
- C. Technical Professionals
- D. Executive Management
- E. Strategic Executives
- F. Operative Professionals

Correct Answer: ACD

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