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Vendor:Cisco

Exam Code:810-401

Exam Name:Selling Business Outcomes

Version:Demo

QUESTION 1

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

QUESTION 2

Which two benefits does IT as a Service provide to the customer? (Choose two.)

- A. Reduced OPEX.
- B. Reduced CAPEX.
- C. Reduced ROI.
- D. Reduced TCO.
- E. Reduced Chargeback.

Correct Answer: BD

QUESTION 3

Which two factors must you know about stakeholders to identify where they fall in a power grid?

(Choose two.)

- A. role in company
- B. purchasing power
- C. degree of interest
- D. size of budget
- E. degree of influence

Correct Answer: CE

QUESTION 4

When selling business outcomes, which two key points/ factors related to understanding actual achievement of goals must be considered? (Choose two.)

- A. specific timeframe and periods
- B. communicational procedures
- C. metrics and calculation procedures
- D. project management milestones

Correct Answer: AC

QUESTION 5

Which consumption model provides the organization with an agreed-upon number of authorized users?

- A. Per-seat licensing
- B. Concurrent-use licensing
- C. Volume licensing
- D. Pay As You Go

Correct Answer: A

QUESTION 6

Which two classes of solutions enable business outcomes for the Energy/Utilities industry? (Choose two.)

- A. Advanced Routing
- B. Data Center and Virtualization
- C. Multilayer Switching
- D. Internet of Everything
- E. Remote Expert
- F. Service Provider Network Infrastructure

Correct Answer: BD

QUESTION 7

According to Cisco best practice, which option must you understand before you identify business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

QUESTION 8

Which option is the primary goal in business outcome-based selling?

- A. improving agility and the ability to deploy innovative services for end users
- B. developing and enabling new business processes, markets, and customer interactions
- C. taking advantage of new technology to increase business relevance
- D. using next-generation IT to increase service quality and reduce risk, complexity, and costs

Correct Answer: B

QUESTION 9

Which option is used to describe a customer's vision, mission, strategy, and major initiatives?

- A. business value chain
- B. business model canvas
- C. critical success factor
- D. technology implementation plan

Correct Answer: B

QUESTION 10

Which two options are examples of Key Performance Indicators? (Choose two.)

- A. Percentage of job offers accepted
- B. Perception level of satisfaction of customers
- C. Quantity of new organizational goals
- D. Revenue growth versus industry benchmark

Correct Answer: AD

QUESTION 11

Which two options are the types of costs the sales professionals should consider with the customer, in helping to position technical support and cloud based services? (Choose two.)

- A. Operational costs
- B. Real costs
- C. Hidden costs
- D. Recurring costs
- E. Perceived costs

Correct Answer: BE

QUESTION 12

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

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