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Vendor:Cisco

Exam Code:810-403

Exam Name:Selling Business Outcomes

Version:Demo

QUESTION 1

Which two options are benefits of effective communication with stakeholders? (Choose two.)

- A. It allows other strengths to create maximum impact.
- B. It lessen the impact of business weakness.
- C. It helps mitigate the intrinsic risks with negotiation.
- D. It allows effective interaction between stakeholders.

Correct Answer: CD

Section: (none) References:

QUESTION 2

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

QUESTION 3

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

Section: (none)

QUESTION 4

You are working to understand a customer business environment. Which two options are preferred data gathering

techniques? (Choose two.)

- A. surveys
- B. interviews
- C. asking competitors
- D. stock analysis reports
- E. social media

Correct Answer: AB

QUESTION 5

Which three options are examples of KPIs for Business Outcomes? (Choose three.)

- A. Improved customer satisfaction
- B. Increased IT service performance
- C. Lower IT asset obsolescence
- D. Revenue growth
- E. Lower OPEX
- F. Increased IT asset utilization

Correct Answer: ADE

Section: (none)

QUESTION 6

Which option is a structured way 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

QUESTION 7

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 8

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

Section: (none)

QUESTION 9

What is one benefit of using Porter's Value Chain?

- A. To establish a framework for increasing revenue in the customer business and under project management control.
- B. To define the way the customer business affects the value to their solutions and services.
- C. To explain the competitive advantage of the customer business by comparing certain factors available to them.
- D. To help understand how different facets of the customer business affect their value proposition.

Correct Answer: D

Section: (none)

QUESTION 10

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

Section: (none)

QUESTION 11

CSFs define what an organization should be good at. Which two options are characteristics of CSFs? (Choose two.)

- A. CSFs are quantitative in nature and focus stakeholder relationships
- B. CSFs describe an element that is needed by an organization or project to reach its goal
- C. CSFs help link business initiatives or processes with selling, designing, developing, and adopting solutions and services
- D. CSFs should receive special and continual attention from management in order to help the organization be effective

Correct Answer: BD

Section: (none)

QUESTION 12

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

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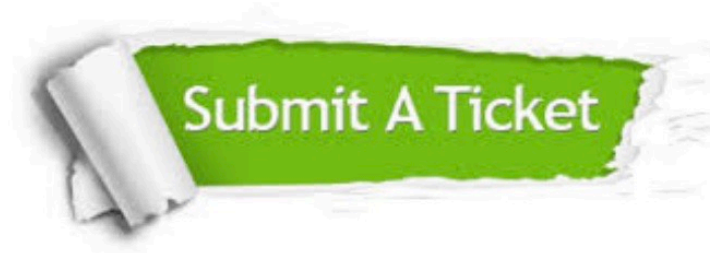
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