Version: 9.0

Question: 1

Which two questions are used during high level outcome selling? (Choose two.)

- A. What are the technical restrictions of business?
- B. How is progress vs. outcomes measured?
- C. How does talent architecture influence the definition of business outcomes?
- D. How are the goals of top executives achieved?
- E. What capabilities are needed to achieve the outcomes?

Answer: B, E

Question: 2

When selling business outcomes, which two options are key points/ factors related to what the customer wants to achieve must be considered? (Choose two.)

- A. What the business priorities and strategies are.
- B. What the Critical Set of Factors and Key Performance Indicators are.
- C. What the mindset of customers is.
- D. What the business priorities and goals are.
- E. What the Critical Success Factors and Key Performance Indicators are.

Answer: D, E

Question: 3

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

Answer: A, C

Question: 4

According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

- A. Executives are interested in satisfying customers' needs and requirements.
- B. Managers and supervisors are committed to close the quality of service gap.
- C. Stakeholders are interested in being considered when developing and assessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.

Answer: D

Question: 5

When shifting to business outcomes, which two of these relevant considerations and premises must be taken into account? (Choose two.)

- A. Customers want to benefit from new, more flexible consumption models.
- B. Technology is acquiring more importance.
- C. Businesses prefer time-to-market acceleration regardless the costs of their IT solutions.
- D. Business transformation dictates that CEOs and their teams become key partners.
- E. Customers want solutions that address specific outcomes.

Answer: A, E

Question: 6

When selling outcomes, which three knowledge areas should sales professionals develop? (Choose three.)

- A. Portfolio selling
- B. Emerging technology trends
- C. Stakeholder management
- D. Sales enablement
- E. Customer advocacy
- F. Cisco partner ecosystem portfolio

Answer: B, C, D

Question: 7

Which two statements partially describe the difference between product-based and outcome-based sales? (Choose two)

A. In product-based sales the customer knows the issue and is likely to fix it, in outcome-based sales the customer understands the business goal and what success looks like.

B. In product-based sales the customer expects to make product comparisons, in outcome-based sales the customer decides whether to make an investment based on comparing current and future state.

C. In product-based sales the customer may or may not be aware of the opportunity or problem, in outcome-based sales the customer will answer questions to clarify pain points.

D. In product -based sales the customer wants to hear about multiple solutions, in outcome -based sales

the customer does not know value or benefit from a change.

Answer: A, B

Question: 8

At what three major levels can Cisco and its partners provide outcomes? (Choose three.)

A. strategic level

- B. operational level
- C. technology innovation level
- D. executive level
- E. business level

Answer: B, C, E

Question: 9

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

A. Executives

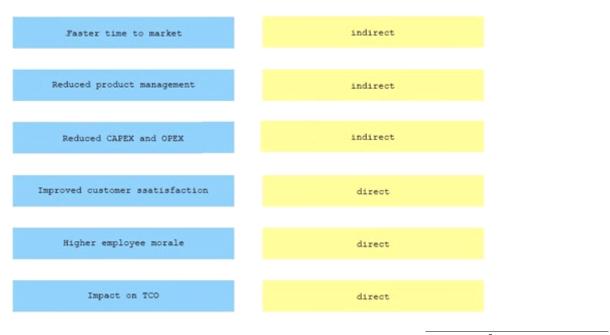
- **B.** Influencers
- C. Employees
- D. Decision makers
- E. Suppliers

Answer: A, C, E

Question: 10

DRAG DROP

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.



Answer:

Faster time to market – direct Reduced product management – direct Reduced CAPEX and OPEX – direct Improved customer satisfaction – indirect Higher employee morale – indirect

Impact on TCO - indirect

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