

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.

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

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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