

# 810-401<sup>Q&As</sup>

Selling Business Outcomes

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#### **QUESTION 1**

Which are two reasons customers look for Cisco and its partners\\' solutions and services? (Choose two.)

- A. to explore how technology innovation yields new revenue and lowers costs
- B. to help make a retailer aware of a restocking need while more quickly relying on human interaction
- C. to help business more effectively deploy, absorb, and adopt technologies
- D. to enable customers to complete marketing research as part of their investment funds
- E. to help business reduce the total cost of ownership for IT

Correct Answer: AC

#### **QUESTION 2**

Cisco solutions and services are related to every kind of outcomes. Which is the goal of business outcomes?

- A. To enable CXOs or Line of Business leaders to grow revenues, lower operating costs and achieve strategic business objectives
- B. To help customers establish new technology or evolve current functionality
- C. To help customers operate, manage and optimize technology environment more effectively
- D. To take advantage of new technology to increase business relevance

Correct Answer: A

#### **QUESTION 3**

Which two main things must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

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

Correct Answer: BE



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#### **QUESTION 4**

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

Correct Answer: BD

### **QUESTION 5**

Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. additional teams to implement solutions in a timely manner
- B. relationships with key Cisco personnel
- C. a large customer base for which to sell Cisco services
- D. Cisco expertise and the ability to have specializations in certain practice areas

Correct Answer: D

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