



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

Selling Business Outcomes

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#### QUESTION 1

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

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#### QUESTION 2

In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

- A. Revenue from this model could increase in 25%.
- B. Revenue from this model is immediate.
- C. Revenue from this model is realized over a longer period of time.
- D. Revenue from this model is three times bigger than in the traditional product selling.

Correct Answer: C

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#### QUESTION 3

What is a key differentiator of the Cisco Data Analytics market solution?

- A. It manages a higher volume of data than the competition.
- B. It sets new standards for data capture and storage.
- C. It includes a new Cisco category of cloud applications.
- D. It offers an end-to-end industry platform.

Correct Answer: D

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#### QUESTION 4



Which option must be understood before identifying business outcome opportunities?

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

Correct Answer: D

### QUESTION 5

Drag and drop the type of business case on the left to the business driver on the right.

Select and Place:

Drag and drop the type of business case on the left to the business driver on the right.

Financial Challenges	Conflicts in stakeholder goals
Financial Challenges	Reduction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

Correct Answer:

Drag and drop the type of business case on the left to the business driver on the right.

	Financial Challenges
	Financial Challenges
	Financial Opportunities
	Financial Opportunities



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