

810-401^{Q&As}

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

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

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

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

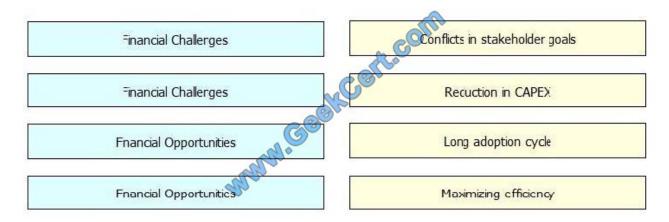
Correct Answer: D

QUESTION 5

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

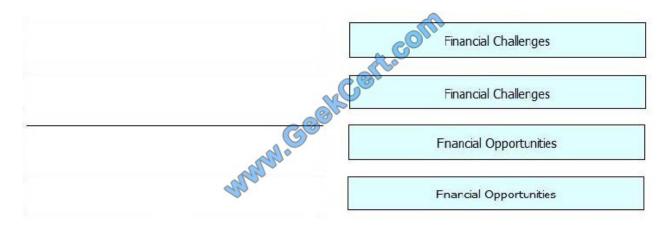
Select and Place:

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



Correct Answer:

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





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