

810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which two options are reasons why effective communications is the key to success? (Choose two.)

- A. It allows effective interaction between stakeholders.
- B. Can help mitigate the intrinsic risks within negotiation.
- C. It allows other strengths to create maximum impact.
- D. Can help lessen the impact of business weakness.

Correct Answer: AD

QUESTION 2

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Correct Answer: BD

QUESTION 3

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 4

Which option lists the top four technology trends that affect all enterprise business decisions?



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- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

QUESTION 5

Which two options are major tensions that business performance measurement could help balance? (Choose two.)

- A. Responsive / non-responsive.
- B. Different performance expectations.
- C. Profit, growth and control.
- D. Critical / non-critical.
- E. Monitor and control.

Correct Answer: BC

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