



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

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 2

You are working to understand a customer business environment. Which two options are preferred data gathering techniques? (Choose two.)

- A. surveys
- B. interviews
- C. asking competitors
- D. stock analysis reports
- E. social media

Correct Answer: AB

QUESTION 3

Which option is used to describe a customer's vision, mission, strategy, and major initiatives?

- A. business value chain
- B. business model canvas
- C. critical success factor
- D. technology implementation plan

Correct Answer: B

QUESTION 4



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.

Correct Answer: AE

QUESTION 5

Which categories can collaboration help achieve business goals for the customer?

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Correct Answer: D

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