



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which option is a recommended activity that is important for outcome selling?

- A. Use a checklist to cover all renewal needs.
- B. Have strategic value-based discussions with management.
- C. Ask questions until you have filled out the required tool checklist.
- D. Identify which services are associated with a Cisco product.

Correct Answer: B

QUESTION 2

DRAG DROP

Select and Place:

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

solution selling	value
solution selling	pain points
outcomes selling	needs
outcomes selling	priorities

Correct Answer:

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

	outcomes selling
	solution selling
	solution selling
	outcomes selling

QUESTION 3

Related to business outcomes, why are customers looking for Cisco and its Partners' solutions and services?

- A. To explore how technology innovation yields new revenue, lower costs, or reduce risk in more detail
- B. To help make a retailer aware of a restocking need while relying on a human interaction faster



- C. To help them more quickly or effectively deploy, absorb, and adopt technologies in which they make investments
- D. To allow customers to complete a marketing research as part of their investment funds

Correct Answer: C

QUESTION 4

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

- 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

When return on investment is expressed in a business outcomes story, which set of factors should be included?

- A. financial benefits, overall business impact, length of time to realize benefits
- B. cost savings vs. today, speed to market, time to implement
- C. financial benefits, speed to market, competitor revenue displaced
- D. cost savings, length of time to implement, number of Cisco offerings

Correct Answer: A

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