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Selling Business Outcomes

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QUESTION 1

Which option is the main element of a Business Outcomes storyline?

A. relevancy to customers\\' strategy

B. Cisco differentiators

C. Cisco products

D. guaranteed customer ROI

Correct Answer: A

QUESTION 2

Which three options are factors or components that must be considered when dealing with a business value proposition? (Choose three.)

A. Technological Development

B. Key Performance Indicators

C. Firm Infrastructure

D. Capital Expenditures

E. Human Resource Management

F. Operating Expenses

Correct Answer: BDF

QUESTION 3

Which characteristic of the Cisco Internet of Everything has the most impact on business?

A. connecting people for measuring the usage trends of services

B. delivering the services to the right person at the right time

C. leveraging data into more useful information for decision making

D. having physical devices and objects connected to the internet
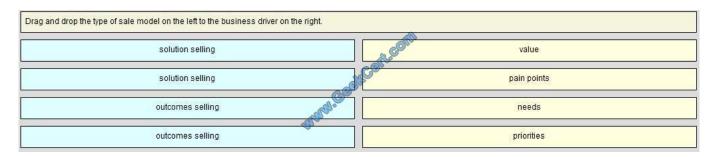
Correct Answer: C

QUESTION 4

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 5

KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

A. KPIs must be strategic and tactical in nature

B. KPIs can be financial, managerial, or operational

C. KPIs measure progress against goals

D. KPIs are set according to priorities: magnitude and urgency

E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

Correct Answer: ACD

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