810-403^{Q&As}

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Selling Business Outcomes

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QUESTION 1

Why are customer stakeholders important to the business outcome-based sales approach?

A. Because understandingthe concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.

B. Because stakeholders consists of partners who are either part of the organization or are external to the organization.

C. Because stakeholder strategy influence business needs and their involvement in a project to change them.

D. Because relevant and potential stakeholders exist across customers\\' and sales professionals\\' organizational and functional roles.

Correct Answer: D

Section: (none)

QUESTION 2

Which three options are customer motivators? (Choose three.)

A. Achievable Business plan

B. Shared risks with the vendor

C. Increased services and solutions

D. Realizable outcomes

E. Simplify IT complexity

Correct Answer: BDE

Section: (none)

QUESTION 3

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

Section: (none)

QUESTION 4

Which consumption model provides the organization with an agreed-upon number of authorized users?

A. Per-seat licensing

B. Concurrent-use licensing

C. Volume licensing

D. Pay As You Go

Correct Answer: A

Section: (none)

QUESTION 5

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

Section: (none)

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