



Selling Business Outcomes

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# **QUESTION 1**

Which two options comprise information you need to achieve a successful outcome-based sales?

(Choose two.)

- A. How stakeholders receive information and what information they want to receive.
- B. What information is communicated to stakeholders in a timely fashion.
- C. The stakeholder influencers, decision makers, and participating individuals throughout the process.
- D. The degree of affinity stakeholders have related to risk.

Correct Answer: AC

### **QUESTION 2**

Which one of the following solutions enables business outcomes in the manufacturing industry?

- A. Remote Expert
- **B.** Advanced Routing
- C. Service Provider Network Infrastructure
- D. Plant Floor Control Network
- E. Multilayer Switching
- Correct Answer: C

Section: (none)

# **QUESTION 3**

How can a customer determine which activities create more value and competitive advantage for his organization?

- A. Identifying the least complex activities
- B. Analyzing their business context and industry vertical
- C. Looking for business outcomes that span the value chain
- D. Defining the right KPIs for each activity

Correct Answer: C

### **QUESTION 4**



According to Cisco best practice, which option must you understand before you identify business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

# **QUESTION 5**

#### DRAG DROP

#### Select and Place:

business strategy	
business value proposition	2
business change life cycle	3
KPI, CSF metrics	4
technology solutions	5 L

#### Correct Answer:

business strategy business change life cycle	business value proposition	
	business strategy	Lest
and a	business change life cycle	Contraction of the second s
technology solutions	technology solutions	and the

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