810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which option is a structured way to understand business landscape and context?

A. business model canvas

B. business outcomes canvas

C. business model outcomes

D. business canvas approach

Correct Answer: A

QUESTION 2

Which options are two benefits of understanding the customer\\'s business model? (Choose two.)

A. Understanding the customer\\'s business model changes the way you interact with your customer.

B. Understanding the customer\\'s business model provides control and assessment of project challenges.

C. Understanding the customer\\'s business model helps track progress through outcomes.

D. Understanding the customer\\'s business model is used to address the sales force mindset.

Correct Answer: AC

Section: (none)

QUESTION 3

Why is it necessary to discuss the different types of licensing models with the customer?

A. To ensure that the model being considered is the best fit for the required number of users.

B. to determine what model allows for greater discounts.

C. To consider the ability of the organization for adapting to the new consumption model

D. To determine what models will provide the greatest financial benefits and business outcomes

Correct Answer: D

QUESTION 4

What are the most reliable sources for enablement at Cisco besides playbooks?

A. Wikipedia and Google

B. PartnerCentral and Salesconnect

C. Industry articles and blogs

D. Research and trends reports

Correct Answer: B

QUESTION 5

Drag and drop the steps of The Seven Elements framework on the left to the right in sequential order.

Select and Place:

Communications	Target 1
Best Alternative	Target 2
Relationship	Target 3
Interests	Target 4
Commitment	Target 5
Legitimacy	Target 6
Options	Target 7

Correct Answer:

	Relationship
	Communications
	Interests
	Options
	Legitimacy
	Commitment
	Best Alternative

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