



# 810-403<sup>Q&As</sup>

Selling Business Outcomes

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### QUESTION 1

When shifting to business outcomes, which two of these relevant considerations and premises must be taken into account? (Choose two.)

- A. Customers want to benefit from new, more flexible consumption models.
- B. Technology is acquiring more importance.
- C. Businesses prefer time-to-market acceleration regardless the costs of their IT solutions.
- D. Business transformation dictates that CEOs and their teams become key partners.
- E. Customers want solutions that address specific outcomes.

Correct Answer: AE

Section: (none)

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### QUESTION 2

Which option is the outcome when you compare the current state of technology with the capabilities of emerging technologies?

- A. Create a plan to migrate using cloud technologies.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify gaps for upgrading Cisco products.
- D. Identify the new stakeholders.

Correct Answer: B

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### QUESTION 3

Which two options are features of Cisco SalesConnect? (Choose two.)

- A. Ability to create personalized "briefcases" of content that you can save once, and access from any device.
- B. Single place to find business proposals and instructor led training related to Cisco Partners.
- C. Access to kits of bundled content including IOS images and more.
- D. Trusted, up-to-date, and relevant content displayed using comprehensive, powerful search capabilities.

Correct Answer: AD

Section: (none)

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#### QUESTION 4

Which two options are part of the five steps approach needed to conduct a stakeholder analysis? (Choose two.)

- A. Define ways to move stakeholders from their current to future position.
- B. Identify customer stakeholders.
- C. Define absolute power and interest of stakeholders.
- D. Generate consensus among stakeholders.

Correct Answer: AB

Section: (none)

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#### QUESTION 5

Which three options are skills that business development teams should develop for outcomebased selling? (Choose three.)

- A. negotiation and communication
- B. transformative networking mindset
- C. outcome-based mindset
- D. lateral thinking
- E. critical thinking
- F. conflict management and resolution

Correct Answer: ACD

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