



Selling Business Outcomes Specialists

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QUESTION 1

Which assessment factor determines the technical value of a business case?

- A. accountability
- B. life-cycle management
- C. business value
- D. solution portability

Correct Answer: C

QUESTION 2

Which option is recommended by Cisco as an element of a Business Case?

- A. Bill of Materials
- B. Solution Design
- C. Stakeholder Analysis
- **D. Business Impact**
- Correct Answer: D

QUESTION 3

Which three options are recommended as steps in the seven step business process improvement process? (Choose three.)

- A. Decide how to present the data
- B. Define what you should measure
- C. Take short, medium and long term measurements
- D. Analyze the data
- E. Authorize a responsible project manager
- F. Gather the data

Correct Answer: BDF

QUESTION 4



Which factor accelerates the consumption and adoption of solutions and services?

- A. utilization of innovative technologies
- B. a culture that is resistant to change
- C. increased risk
- D. inability to accurately measure outcomes

Correct Answer: B

QUESTION 5

Which option describes Step 2 of Cisco\\'s outcome-based sales approach?

- A. Get a lead, find a customer who may be interested
- B. Assemble your sales team and determine your objectives
- C. Gather what you know about the customer
- D. Meet with your customer to uncover, validate and help them prioritize their business care-abouts

Correct Answer: C

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