



# 820-424<sup>Q&As</sup>

Selling Business Outcomes Specialists

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#### QUESTION 1

Which describes a business capability assessment?

- A. Review of current capability metrics
- B. How capabilities are currently implemented in competitive organizations (measurement formulas)
- C. A survey covering skills levels within the customer's IT organization
- D. Brainstorming about how process model governance could be improved

Correct Answer: A

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#### QUESTION 2

What is the recommended way to treat a current customer capability weakness?

- A. Document this in a way so the IT executive avoids criticism
- B. Use objective data to describe this gap, in a Business Capability Assessment
- C. Highlight this in the next executive briefing, to get credit for finding out gaps
- D. Expand scope, urgently staffing a deep dive so the customer can most quickly fix the weakness

Correct Answer: B

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#### QUESTION 3

Which option describes the components that are known as the "4 PS," which help sales teams understand what the customer needs?

- A. people, process, path, and proof
- B. problem, people, path, and proof
- C. problem, pattern, path, and proof
- D. problem, people, path, and pattern

Correct Answer: D

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#### QUESTION 4

Which two options are potential ways the business model canvas can help to identify new business opportunities for the customer? (Choose two.)

- A. Allowing departments to think more holistically about their business
- B Focusing on product benefits rather than



product features

- B. Establishing a common language and understanding between different teams and departments
- C. Explaining why Cisco is better than alternative vendors

Correct Answer: AC

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#### QUESTION 5

Which is an example of \\solution benefits described in business terms\\'?

- A. A network upgrade can reduce outages by 10-15%
- B. By using remote experts during selling, the customer can add \$10M to quarterly revenue
- C. IT staff can be redeployed to projects delayed due to resource constraints
- D. A new security policy can reduce risk of a cyber attack on the company\\'s network infrastructure

Correct Answer: B

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