



Vendor: Cisco

Exam Code: 810-403

Exam Name: Selling Business Outcomes

Version: DEMO

QUESTION 1

Which option is the primary goal in business outcome-based selling?

- A. improving agility and the ability to deploy innovative services for end users
- B. developing and enabling new business processes, markets, and customer interactions
- C. taking advantage of new technology to increase business relevance
- D. using next-generation IT to increase service quality and reduce risk, complexity, and costs

Answer: B

QUESTION 2

Which three areas are covered by the Business Model Canvas in order to understand the customer's business context? (Choose three.)

- A. Customer Relationships
- B. Development Plan
- C. Value Proposition
- D. Revenue Streams
- E. Key Policies
- F. Analysis

Answer: ACD

QUESTION 3

Which option describes Return on Investment (ROI)?

- A. a percentage of dividing net return from a technology solution by the cost of that technology solution
- B. a percentage of dividing total investment from a technology solution by the cost of that technology solution
- C. a percentage of dividing net return from a technology solution by the margin of that technology solution
- D. a percentage of dividing present value from a technology solution by the cost of that technology solution

Answer: A

QUESTION 4

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to provide a clear way to discuss services that all customers need
- B. to raise awareness of Cisco Services relevancy to go beyond break/fix support
- C. to enhance the sales experience for an account manager
- D. to raise customer expectations of possible outcomes from larger IT investments

Answer: C

QUESTION 5

When selling business outcomes, which two key factors must be considered in relation to the

achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Answer: AC

QUESTION 6

Which resource can a sales person incorporate into the business outcome story?

- A. Include a detailed business strategic plan
- B. Describe the project definition.
- C. Explain technology innovations.
- D. Identify the customers' care-abouts.

Answer: D

QUESTION 7

Which characteristic of the Cisco Internet of Everything has the most impact on business?

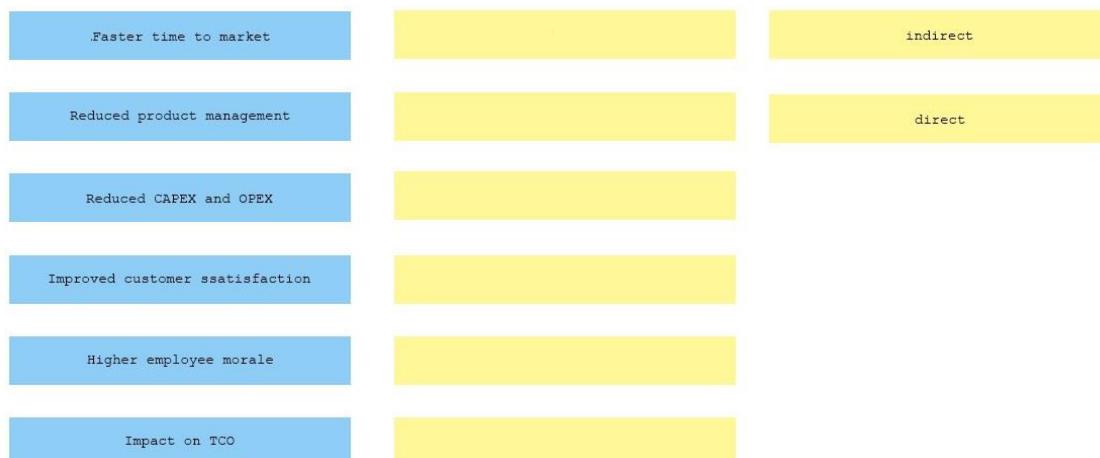
- A. connecting people for measuring the usage trends of services
- B. delivering the services to the right person at the right time
- C. leveraging data into more useful information for decision making
- D. having physical devices and objects connected to the internet

Answer: C

QUESTION 8

Drag and Drop Question

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.



Answer:

Faster time to market	direct	indirect
Reduced product management	direct	direct
Reduced CAPEX and OPEX	direct	
Improved customer satisfaction	indirect	
Higher employee morale	indirect	
Impact on TCO	indirect	

QUESTION 9

Which is the main outstanding reason and justification for business outcome-based sales approach?

- A. Organizations want more from their IT solutions which respect to value, time-to-market, and measurable outcomes.
- B. Organizations want to improve the chain of value based on the cost of IT solutions they provide.
- C. Organizations want to develop marketing and communicational strategies in order to sell more efficiently.
- D. Organizations want to offer a renewed portfolio in order to increase share value.

Answer: A

QUESTION 10

Why are customer stakeholders important to the business outcome-based sales approach?

- A. Because understanding the concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.
- B. Because stakeholders consist of partners who are either part of the organization or are external to the organization.
- C. Because stakeholder strategy influence business needs and their involvement in a project to change them.
- D. Because relevant and potential stakeholders exist across customers' and sales professionals' organizational and functional roles.

Answer: D

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