



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which option is most likely to improve interactions with customers?

- A. Understand their communication style.
- B. Understand the goals of their team.
- C. Learn their personal interests.
- D. Know the time available to present the solution.

Correct Answer: A

QUESTION 2

For which categories can collaboration between the sales professional and the customer achieve business goals?

- A. industry markets, technology innovation, and business incentives
- B. line of business, technology innovation, and business outcomes
- C. industry markets, technology innovation, and business outcomes
- D. line of business, industry markets, and realized business value

Correct Answer: D

QUESTION 3

Which option must be understood before identifying business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

QUESTION 4

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

Correct Answer: AC

QUESTION 5

According to research, what is the leading reason that technology projects fail?

- A. poor stakeholder identification and management
- B. lack of budget
- C. too many stakeholders
- D. lack of a business model canvas

Correct Answer: A

Exam B

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