



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which statement best describes the Cisco sales approach?

- A. Understand the goals of the buyer.
- B. Focus on Cisco technologies already in place.
- C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.
- D. Pay attention to details that the customer is sharing about their needs.

Correct Answer: C

QUESTION 2

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

Select and Place:

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

Correct Answer:



QUESTION 3

The customer mindset across verticals is changing as they become more aware of technology solutions and their influence on the organization. Which three options are characteristics of this customer mindset? (Choose three.)

- A. Perspective towards technology services and solutions is same across industry verticals
- B. Less loyal to a specific vendor due to technology as a commodity and availability of service solutions
- C. Expect providers to sell products and contracts
- D. Expect measurable value in terms of business outcomes
- E. Have a greater understanding of the competitive market and service and solution providers

Correct Answer: BDE

QUESTION 4

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-about.

Correct Answer: D

QUESTION 5

DRAG DROP

Select and Place:

Lower operating costs	Business Factors <div style="background-color: #fff9c4; border: 1px solid #ffc107; padding: 5px; text-align: center;">Business Factor</div> <div style="background-color: #fff9c4; border: 1px solid #ffc107; padding: 5px; text-align: center;">Business Factor</div>
Change in software contract terms	
Higher customer satisfaction and larger order value	
Larger vendor penalties for repeated miss of service level commitments	

Correct Answer:

Change in software contract terms	Business Factors <div style="background-color: #e0f7fa; border: 1px solid #ffc107; padding: 5px; text-align: center;">Lower operating costs</div> <div style="background-color: #e0f7fa; border: 1px solid #ffc107; padding: 5px; text-align: center;">Higher customer satisfaction and larger order value</div>
Larger vendor penalties for repeated miss of service level commitments	



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