

# 810-401<sup>Q&As</sup>

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**

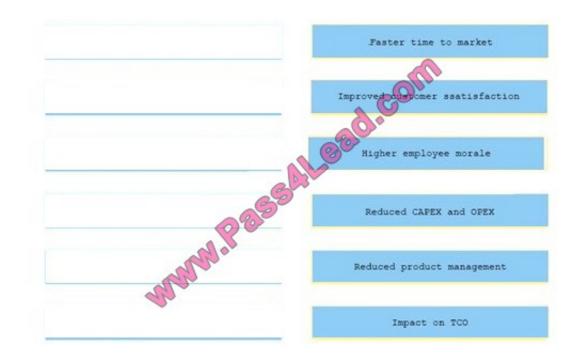
Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Select and Place:



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.



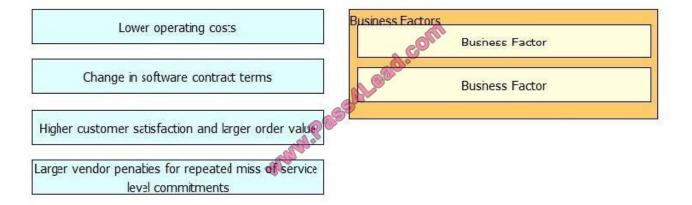
- C. Explain technology innovations.
- D. Identify the customers\\' care-abouts.

Correct Answer: D

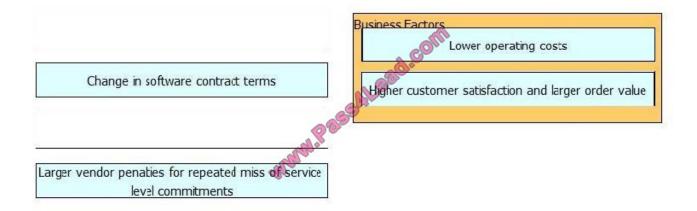
#### **QUESTION 5**

DRAG DROP

Select and Place:



Correct Answer:



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