

810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

When selling outcomes, which three knowledge areas should sales professionals develop? (Choose three.)

- A. Portfolio selling
- B. Emerging technology trends
- C. Stakeholder management
- D. Sales enablement
- E. Customer advocacy
- F. Cisco partner ecosystem portfolio

Correct Answer: BCD

QUESTION 2

Which two options are financial considerations related to determining business outcomes? (Choose two.)

- A. Capital Expenditures, Operating Expenses.
- B. Internal Return Rate, Discount Rate.
- C. Payback, Chargeback.
- D. Capital Expenditures, Working Capital.
- E. Chargeback, Showback.

Correct Answer: AE

QUESTION 3

Which option is the leading reason that technology projects fail, according to research?

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

Correct Answer: B



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

Correct Answer: C

QUESTION 5

Which two options are indirect benefits of a business outcome? (Choose two.)

- A. Lower maintenance contract cost
- B. Improved customer satisfaction
- C. Lower purchase price of IT assets
- D. Faster time to market for new solutions
- Correct Answer: BD

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