

810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

What is one benefit of using Porter\\'s Value Chain?

- A. To establish a framework for increasing revenue in the customer business and under project management control.
- B. To define the way the customer business affects the value to their solutions and services.
- C. To explain the competitive advantage of the customer business by comparing certain factors available to them.
- D. To help understand how different facets of the customer business affect their value proposition.

Correct Answer: D

QUESTION 2

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

- A. Executives
- B. Influencers
- C. Employees
- D. Decision makers
- E. Suppliers

Correct Answer: ACE

QUESTION 3

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

- A. Using Next Generation IT to increase service quality. Also, reducing risk, complexity and costs
- B. Refining, enriching or developing and enabling new business processes, new markets, and customer interactions
- C. Taking advantage of new technology to increase business relevance
- D. Improving agility and ability to create or deploy high quality, differentiated, innovative services for end users

Correct Answer: B

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QUESTION 4

Which statement is true?

- A. Cloud services provide opportunities to reduce the cost of maintaining outdated technology.
- B. Cloud services are required by all companies who want to be competitive.
- C. Cloud services cost more in the long run.
- D. Cloud services take more resources to implement.

Correct Answer: A

QUESTION 5

Which four options are the top-level key areas of the business model canvas?

- A. products, services, solutions, outcomes
- B. infrastructure, offerings, customers, finances
- C. markets, channels, partners, customers
- D. resources, products, customers, markets

Correct Answer: B

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