

# 810-403<sup>Q&As</sup>

Selling Business Outcomes

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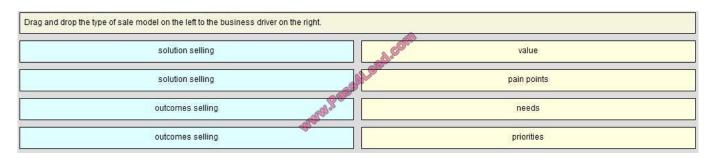


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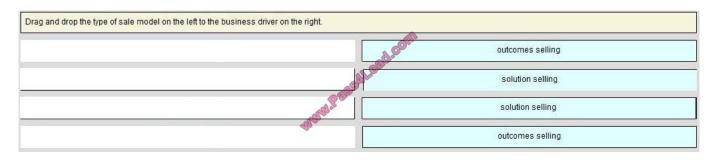
### **QUESTION 1**

**DRAG DROP** 

Select and Place:



#### Correct Answer:



#### **QUESTION 2**

Which option is used to describe a customer\\'s vision, mission, strategy, and major initiatives?

- A. business value chain
- B. business model canvas
- C. critical success factor
- D. technology implementation plan

Correct Answer: B

## **QUESTION 3**

Which option is a benefit of Cisco enablement resources?

- A. the ability to create personalized "briefcases" of content
- B. a single place to find business proposals and instructor-led training
- C. access to kits of bundled content, including IOS images and more



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D. it enhances the selling process for seller and the customer

Correct Answer: D

Section: (none)

#### **QUESTION 4**

Which is a benefit of using the power/influence grid to manage stakeholders?

- A. It helps sales professionals to present solutions in the right business or technical language and context.
- B. It aligns the stakeholder audience\\'s goals with a good business proposition.
- C. It helps move stakeholders from their current to their optimal positions.
- D. It ensures that the sales professional identifies the appropriate key performance indicators for outcomes.

Correct Answer: C

Section: (none)

#### **QUESTION 5**

Which three options are customer motivators? (Choose three.)

- A. Achievable Business plan
- B. Shared risks with the vendor
- C. Increased services and solutions
- D. Realizable outcomes
- E. Simplify IT complexity

Correct Answer: BDE

Section: (none)

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