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Vendor: Cisco

Exam Code: 810-403

Exam Name: Selling Business Outcomes

Version: Demo

Exam A

QUESTION 1

Which question provides the best information to use to define customer success factors?

- A. What services do you need?
- B. Which Cisco products best fit your goals?
- C. What tools are you looking for, to better measure your ROI?
- D. What are your business objectives for this project/initiative?

Correct Answer: D

QUESTION 2

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 3

Which option is a key concept of the unique Cisco sales approach?

- A. Add as many new Cisco technologies to the solution that meet customer needs.
- B. Start driving outcomes for customers, and go beyond selling and implementing technology solutions.
- C. Put together the most logical set of services for the customer.
- D. Engage in dialog about customer needs and new technologies.

Correct Answer: B

QUESTION 4

Which option is a recommended activity that is important for outcome selling?

- A. Use a checklist to cover all renewal needs.
- B. Have strategic value-based discussions with management.
- C. Ask questions until you have filled out the required tool checklist.
- D. Identify which services are associated with a Cisco product.

Correct Answer: B

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

QUESTION 6

Which two main things must you know about stakeholders to identify where they fall in a power grid?
(Choose two.)

- A. role in company

- B. degree of influence
- C. size of budget
- D. purchasing power
- E. interest in results

Correct Answer: BE

QUESTION 7

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?

- A. skills to manage risks related to use of emerging technologies
- B. globalization of the sales force
- C. new product launches that require IT capacity
- D. competition in the industry due to end of regulations

Correct Answer: A

QUESTION 8

Which option has a broad-reaching effect on buying organizations?

- A. technology plan
- B. business unit projects
- C. corporate plan
- D. operating processes

Correct Answer: C

QUESTION 9

Which option is a structured way to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Correct Answer: A

QUESTION 10

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects
- D. to provide a clear way to discuss services that all customers need

Correct Answer: C

QUESTION 11

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

QUESTION 12

According to Cisco best practice, which option must you understand before you identify business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

QUESTION 13

Which tool is recommended to help identify customer responsibilities in one of their business processes?

- A. BMC chart
- B. RACE report
- C. Agile chart
- D. RACI chart

Correct Answer: D

QUESTION 14

You are working to understand a customer business environment. Which two options are preferred data gathering techniques? (Choose two.)

- A. surveys
- B. interviews
- C. asking competitors
- D. stock analysis reports
- E. social media

Correct Answer: AB

QUESTION 15

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 16

Which element is recommended to align solutions and services to the customer business?

- A. key performance indicator
- B. total cost of ownership
- C. goals and objectives
- D. critical success factor

Correct Answer: D

QUESTION 17

Which framework can give the best insight and visual flow into how a customer's functions work together, to go from parts inventory through shipped product?

- A. business model canvas
- B. porters value chain
- C. critical success factor
- D. organization chart

Correct Answer: B

QUESTION 18

What characteristic is unique to Cisco's intercloud solution?

- A. broad partner network
- B. includes public cloud
- C. advanced security features
- D. runs standard applications

Correct Answer: A

QUESTION 19

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group
- C. survey
- D. questionnaire
- E. interview

Correct Answer: AB

QUESTION 20

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 21

Which connection would be used to describe ads that a smartphone sends as a person walks around a retail store?

- A. machine-to-machine
- B. business-to-consumer
- C. machine-to-person
- D. sensor-to-device

Correct Answer: C

QUESTION 22

What is a key differentiator of the Cisco Data Analytics market solution?

- A. It manages a higher volume of data than the competition.
- B. It sets new standards for data capture and storage.
- C. It includes a new Cisco category of cloud applications.
- D. It offers an end-to-end industry platform.

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