Vendor: Cisco

Exam Code: 810-403

Exam Name: Selling Business Outcomes

Version: DEMO

QUESTION 1
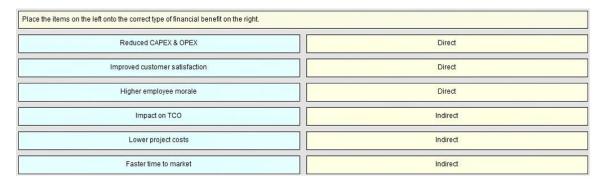Which option is a key concept of the unique Cisco sales approach?

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.

Answer: B

QUESTION 2
Drag and Drop Question

Place the items on the left onto the correct type of financial benefit on the right.	
Reduced CAPEX & OPEX	Direct
Improved customer satisfaction	Direct
Higher employee morale	Direct
Impact on TCO	Indirect
Lower project costs	Indirect
Faster time to market	Indirect

Answer:

Place the items on the left onto the correct type of financial benefit on the right.	
Reduced CAPEX & OPEX	Reduced CAPEX & OPEX
Improved customer satisfaction	Impact on TCO
Higher employee morale	Lower project costs
Impact on TCO	Improved customer satisfaction
Lower project costs	Higher employee morale
Faster time to market	Faster time to market

QUESTION 3
Which option is a main benefit that Cisco Partners bring to the table for customers?

A. Cisco expertise and the ability to have specializations in certain practice areas
B. a large customer base for which to sell Cisco services
C. relationships with key Cisco personnel
D. additional teams to implement solutions in a timely manner

Answer: A

QUESTION 4
Which two benefits does IT as a Service provide to the customer? (Choose two.)

A. Reduced OPEX.
B. Reduced CAPEX.
C. Reduced ROI.
D. Reduced TCO.
E. Reduced Chargeback.

Answer: BD

QUESTION 5
Which categories can collaboration help achieve business goals for the customer?

A. Innovation, Industries, Incentives.
B. Line of Business, Vertical, Business Outcome.
C. Industry markets, Business Outcome, Technology Innovation.
D. Line of Business, Vertical, Business Value.

Answer: D

QUESTION 6
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

Answer: C

QUESTION 7
Which options are three examples of Critical Success Factors? (Choose three.)

A. Increasing manufacturing efficiency at a rate above increases in supplies
B. Attracting and retaining more highly qualified staff versus competitors
C. Providing a holistic perspective to the core business drivers and business outcomes
D. Matching customer retention rate to customer retention objective
E. Selling a greater share of profitable products to our customers

Answer: ABE

QUESTION 8
Which two dimensions are used in the stakeholder power grid? (Choose two.)

A. Influence/Authority
B. Power/Influence
C. Interest/Empathy
D. Interest/Support

E. Consensus/Support

Answer: BD

QUESTION 9
According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

A. Executives are interested in satisfying customers' needs and requirements.
B. Managers and supervisors are committed to close the quality of service gap.
C. Stakeholders are interested in being considered when developing and assessing business outcomes.
D. Customers are interested in solutions and services that result in measurable outcomes.

Answer: D

QUESTION 10
Which are the four types of requirements for aligning outcomes to business needs?

A. Business, Functional, Strategic,Tactical
B. Strategic, Tactical, Operational, Procedural
C. Functional, Operational, Administrative, Strategic
D. Business, Technical, Functional, Transitional

Answer: D

QUESTION 11
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

Answer: BE

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