



810-401^{Q&As}

Selling Business Outcomes

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QUESTION 1

Which consumption model provides the organization with an agreed-upon number of authorized users?

- A. Per-seat licensing
- B. Concurrent-use licensing
- C. Volume licensing
- D. Pay As You Go

Correct Answer: A

QUESTION 2

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 3

Which two options provide financial benefits of business outcome-based selling? (Choose two.)

- A. New mindset and new capabilities
- B. Reduced CAPEX and lower project costs.
- C. Increased accountability and a better understanding of resource use.
- D. Process efficiencies and faster time to market for new solutions.

Correct Answer: BC

QUESTION 4

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 5

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

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