



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

Selling Business Outcomes

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#### QUESTION 1

Which three options are financial challenges in business outcome-based selling? (Choose three.)

- A. Competing stakeholder goals and expectations.
- B. Difficulty to determine external value.
- C. Financial resources are distributed across functional areas.
- D. Competitive analysis is often incomplete.
- E. IT adoption and implementation may have long business cycles.

Correct Answer: ACE

Section: (none)

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#### QUESTION 2

When you seek customer support for an action, which framework can be used to plan influential communication?

- A. stakeholder analysis matrix
- B. seven elements
- C. principled negotiation
- D. business model canvas

Correct Answer: B

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#### QUESTION 3

Which resource can a sales person incorporate into the business outcome story?

- A. Include a detailed business strategic plan
- B. Describe the project definition.
- C. Explain technology innovations.
- D. Identify the customers' care-about.

Correct Answer: D

Section: (none)

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#### QUESTION 4



Which three options are considerations you have to take into account when communicating the business outcomes story? (Choose three.)

- A. Be aware of people's time and length of presentation.
- B. Organize the presentation so that the message is clear and key points emerge early.
- C. Prepare carefully the agenda and the objectives definitions.
- D. Use the right verbal and corporate language.
- E. Know your audience and what is of interest to them.

Correct Answer: ABE

Section: (none)

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#### QUESTION 5

What is the benefit of understanding stakeholder interests?

- A. Understanding stakeholder interest helps sales people present solutions in the right business or technical language and context.
- B. Aligning the message to the audience requires an understanding of stakeholders' audience goals and ensure a good business proposition.
- C. Matching business needs to outcomes helps sales people present solutions in the right business or technical language and context.
- D. Aligning business goals and technical goals ensure sales people present solutions in the right business or technical language and context.

Correct Answer: A

Section: (none)

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