



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 1

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)

QUESTION 2

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 3

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 4



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 5

Why are customer stakeholders important to the business outcome-based sales approach?

- A. Because understanding the concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.
- B. Because stakeholders consists of partners who are either part of the organization or are external to the organization.
- C. Because stakeholder strategy influence business needs and their involvement in a project to change them.
- D. Because relevant and potential stakeholders exist across customers\' and sales professionals\' organizational and functional roles.

Correct Answer: D

Section: (none)

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