

# Cisco

## Exam 810-401

### Selling Business Outcomes

Version: 9.0

[ Total Questions: 90 ]

**Topic break down**

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**Topic 1, Describe the Cisco Business Outcomes Sales Approach****Question No : 1 - (Topic 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 No : 2 - (Topic 1)**

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.

**Answer: C**

**Question No : 3 - (Topic 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?

**Answer: D**

**Question No : 4 - (Topic 1)**

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.

Answer: B

**Question No : 5 DRAG DROP - (Topic 1)**

Drag and drop the type of sale model on the left to the business driver on the right.

solution selling	value
solution selling	pain points
outcomes selling	needs
outcomes selling	priorities

Answer:

Drag and drop the type of sale model on the left to the business driver on the right.

solution selling	outcomes selling
solution selling	solution selling
outcomes selling	solution selling
outcomes selling	outcomes selling

Explanation:

outcomes selling
solution selling
solution selling
outcomes selling

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**Topic 2, Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions**

**Question No : 6 - (Topic 2)**

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: B,E**

**Question No : 7 - (Topic 2)**

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

**Answer: B**

**Question No : 8 - (Topic 2)**

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

**Answer: A**

**Question No : 9 - (Topic 2)**

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

**Answer: C**

**Question No : 10 - (Topic 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

**Answer: A**

**Question No : 11 - (Topic 2)**

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

**Answer: C**

**Question No : 12 - (Topic 2)**

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

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

**Answer: C**

**Topic 3, Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities**

**Question No : 13 - (Topic 3)**

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

**Answer: B**

**Question No : 14 - (Topic 3)**

According to research, what is the leading reason that technology projects fail?

- A. poor stakeholder identification and management
- B. lack of budget
- C. too many stakeholders
- D. lack of a business model canvas

**Answer: A**

**Question No : 15 - (Topic 3)**

Which type of organizational goals do key performance indicators measure?

- A. tactical
- B. financial
- C. strategic
- D. technological

**Answer: A**

**Question No : 16 - (Topic 3)**

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

**Answer: B**

**Question No : 17 - (Topic 3)**

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

**Answer: D**

**Question No : 18 - (Topic 3)**

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

**Answer: D**

**Question No : 19 DRAG DROP - (Topic 3)**



Cisco 810-401 : Practice Test

Drag and drop the components of a business case for change into the suggested order for presentation.	
business strategy	1
business value proposition	2
business change life cycle	3
KPI, CSF, metrics	4
technology solutions	5

**Answer:**

Drag and drop the components of a business case for change into the suggested order for presentation.	
business strategy	business value proposition
business value proposition	business strategy
business change life cycle	business change life cycle
KPI, CSF, metrics	technology solutions
technology solutions	KPI, CSF, metrics

**Explanation:**

business value proposition
business strategy
business change life cycle
technology solutions
KPI, CSF, metrics

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**Question No : 20 - (Topic 3)**

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

**Answer: A,B**