Cisco

Exam 810-403

Selling Business Outcomes

Version: 8.0

[Total Questions: 115]

Question No : 1

Which option is a structured process 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 : 2

Which two questions are used during high level outcome selling? (Choose two.)

A. What are the technical restrictions of business?
B. How is progress vs. outcomes measured?
C. How does talent architecture influence the definition of business outcomes?
D. How are the goals of top executives achieved?
E. What capabilities are needed to achieve the outcomes?

Answer: B,E

Question No : 3

Which one of the following solutions enables business outcomes in the financial industry?

A. Multilayer Switching
B. Remote Expert
C. Plant Floor Control Network
D. Internet of Everything
E. Medianet

Answer: B

Question No : 4

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 No : 5

Which two factors must you know about stakeholders to identify where they fall in a power grid?

(Choose two.)

A.
role in company
B.
purchasing power
C.
degree of interest
D.
size of budget
E.
degree of influence

Answer: C,E

Question No : 6

Which option is a primary reason for using the Cisco Services Solution story with customers?

A.

to provide a clear way to discuss services that all customers need

B.

to raise awareness of Cisco Services relevancy to go beyond break/fix support

C.

to enhance the sales experience for an account manager

D.

to raise customer expectations of possible outcomes from larger IT investments

Answer: C

Question No : 7

Which two options are reasons why effective communications is the key to success? (Choose two.)

A. It allows effective interaction between stakeholders.
B. Can help mitigate the intrinsic risks within negotiation.
C. It allows other strengths to create maximum impact.
D. Can help lessen the impact of business weakness.

Answer: A,D

Question No : 8

Which four aspects are considered by the Business Model Canvas? (Choose four.)

A. Finances
B. Business structure
C. Sales people
D. Business development teams
E. Business value proposition
F. Strategic Analysis

Answer: A,B,C,E

Question No : 9

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

Answer: B

Question No : 10

Which three options are additional costs arising from a subscription model and should be factored into the total cost of ownership of IT as a Service?

A.
auditing and control
B.
cost of hardware and software
C.
software asset and managed
D.
cost of accounting and tracking
E.
quality assurance management
F.
chargeback and showback

Answer: A,C,D
Explanation:

References:

Question No : 11

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

A. Using Next Generation IT to increase service quality. Also, reducing risk, complexity and costs
B. Refining, enriching or developing & enabling new business processes, new markets, and customer interactions
C. Taking advantage of new technology to increase business relevance
D. Improving agility & ability to create or deploy high quality, differentiated, innovative services for end users

Answer: B

Question No : 12

Which option describers Return on Investment (ROI)?

A.
a percentage of dividing net return from a technology solution by the cost of that technologysolution
B.
a percentage of dividing total investment from a technology solution by the costof that technology solution
C.
a percentage of dividing net return from a technology solution by the margin of that technologysolution
D.
a percentage of dividing present value from a technology solution by the cost of that technologysolution

Answer: A

Question No : 13

Emerging trends in technology are impacting business outcomes with respect to optimization and innovation. Which are the big four emerging trends?

A. Cloud, Industry Issues, Consumerization, IT Appliances
B. Cloud, Mobility, Activity-Based Working, Security
C. Cloud, Social Media, Software-Defined Networking, Big Data
D. Cloud, Mobility, Analytics, Social Media

Answer: D

Question No : 14

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

A.
Because understandingthe 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.

Answer: D

Question No : 15

RACI model aids can be used to understand specific aspects of stakeholders' involvement in businesses. What does RACI stand for?

A. Responsible, Accountable, Consulted, Informed
B. Reconciler, Accountable, Consulted, Independent
C. Responsible, Assertive, Consulted, Informed
D. Reconciler, Assertive, Consulted, Informed
E. Responsible, Accountable, Consulted, Influenced

Answer: A

Question No : 16

Which is the main outstanding reason and justification for business outcome-based sales approach?

A.
Organizations want more from their IT solutions which respect to value, time-to-market, and measurable outcomes.
B.
Organizations want to improve the chain of value based on the cost of IT solutions they provide.
C.
Organizations want to develop marketing and communicational strategies in order to sell more efficiently.
D.
Organizations want to offer a renewed portfolio in order to increase share value.

Answer: A

Question No : 17

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

A. Executives
B. Influencers

C. Employees

D. Decision makers

E. Suppliers

Answer: A,C,E

Question No : 18 DRAG DROP
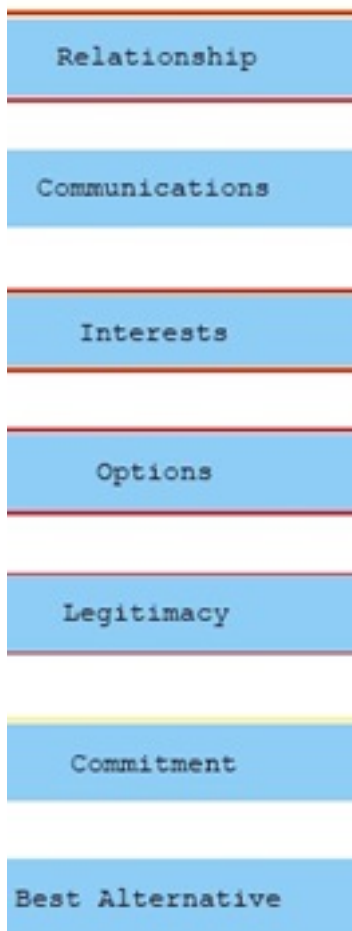
Drag and drop the steps of The Seven Elements framework on the left to the right in sequential order.

Communications	Target 1
Best Alternative	Target 2
Relationship	Target 3
Interests	Target 4
Commitment	Target 5
Legitimacy	Target 6
Options	Target 7

Answer:

Communications	Relationship
Best Alternative	Communications
Relationship	Interests
Interests	Options
Commitment	Legitimacy
Legitimacy	Commitment
Options	Best Alternative

Explanation:

Relationship

Communications

Interests

Options

Legitimacy

Commitment

Best Alternative

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