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810-401

Selling Business Outcomes

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Sections

1. Describe the Cisco Business Outcomes Sales Approach
2. Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions
3. Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities
4. Address Opportunities for Sales Revenue and Customer Impact
5. Achieve Progress Along the Sales Cycle Toward Customer Commitment

Exam A

QUESTION 1

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

Correct Answer: BE

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 2

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

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

Correct Answer: C

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 3

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

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 4

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

Correct Answer: B

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 5

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?



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- 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

Correct Answer: A

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 6

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

Correct Answer: B

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 7

Which option is the outcome when you compare the current state of technology with the capabilities of emerging technologies?

- A. Create a plan to migrate using cloud technologies.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify gaps for upgrading Cisco products.
- D. Identify the new stakeholders.

Correct Answer: B

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 8

Which statement is true?

- A. Cloud services provide opportunities to reduce the cost of maintaining outdated technology.
- B. Cloud services are required by all companies who want to be competitive.
- C. Cloud services cost more in the long run.
- D. Cloud services take more resources to implement.

Correct Answer: A

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 9

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group
- C. survey
- D. questionnaire
- E. interview

Correct Answer: AB

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 10

When uncovering information about the customer, which method can provide a higher volume of data points efficiently?

- A. workshop
- B. focus group
- C. survey
- D. interview

Correct Answer: C

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 11

When return on investment is expressed in a business outcomes story, which set of factors should be included?

- A. financial benefits, overall business impact, length of time to realize benefits
- B. cost savings vs. today, speed to market, time to implement
- C. financial benefits, speed to market, competitor revenue displaced
- D. cost savings, length of time to implement, number of Cisco offerings

Correct Answer: A

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 12

What is a key differentiator of the Cisco Data Analytics market solution?



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- A. It manages a higher volume of data than the competition.
- B. It sets new standards for data capture and storage.
- C. It includes a new Cisco category of cloud applications.
- D. It offers an end-to-end industry platform.

Correct Answer: D

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 13

Which connection would be used to describe ads that a smartphone sends as a person walks around a retail store?

- A. machine-to-machine
- B. business-to-consumer
- C. machine-to-person
- D. sensor-to-device

Correct Answer: C

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 14

What characteristic is unique to Cisco's intercloud solution?

- A. broad partner network
- B. includes public cloud
- C. advanced security features
- D. runs standard applications

Correct Answer: A

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

Still Valid.

QUESTION 15

Which option must you know when you plan to negotiate or reach agreement?

- A. underlying Interests of the stakeholders
- B. timing for decision on purchases
- C. the customer budget
- D. Cisco offerings

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 16

Which option is most likely to improve interactions with customers?

- A. Understand their communication style.
- B. Understand the goals of their team.
- C. Learn their personal interests.
- D. Know the time available to present the solution.

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 17

Which option is the most effective way to use best practices or scenarios during the selling process?

- A. in use cases that are relevant to the customer
- B. in business cases used previously
- C. in customer briefing documents
- D. in customer benefits statements

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 18

What are the most reliable sources for enablement at Cisco besides playbooks?

- A. Wikipedia & Google
- B. PartnerCentral and Salesconnect
- C. Industry articles & blogs
- D. Research and trends reports

Correct Answer: B

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 19

When making good use of best practices or scenarios during the selling process, what is the most effective way to present these?

- A. Use cases relevant to the customer
- B. Business cases used previously
- C. Customer briefing documents
- D. Customer benefits statements

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 20

What is a main benefit that Cisco Partners bring to the table for customers?



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- A. Cisco expertise and the ability to have specializations in certain practice areas
- B. A large customer base for which to sell Cisco services
- C. Relationships with key Cisco personnel
- D. Additional teams to implement solutions in a timely manner

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 21

Select and Place:

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

Correct Answer:

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

	outcomes selling
	solution selling
	solution selling
	outcomes selling

Section: Describe the Cisco Business Outcomes Sales Approach

Explanation

Explanation/Reference:

QUESTION 22

Select and Place:

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

Correct Answer:

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

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 23

Select and Place:

Place the items on the left onto the correct type of financial benefit on the right.	
Reduced CAPEX & OPEX	Direct
Improved customer satisfaction	Direct
Higher employee morale	Direct
Impact on TCO	Indirect
Lower project costs	Indirect
Faster time to market	Indirect

Correct Answer:

Place the items on the left onto the correct type of financial benefit on the right.	
	Reduced CAPEX & OPEX
	Impact on TCO
	Lower project costs
	Improved customer satisfaction
	Higher employee morale
	Faster time to market

Section: Address Opportunities for Sales Revenue and Customer Impact
Explanation

Explanation/Reference:

QUESTION 24

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.

Correct Answer: B

Section: Describe the Cisco Business Outcomes Sales Approach
Explanation

Explanation/Reference:

Corrected

QUESTION 25

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.

Correct Answer: C

Section: Describe the Cisco Business Outcomes Sales Approach

Explanation

Explanation/Reference:

QUESTION 26

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.

Correct Answer: B

Section: Describe the Cisco Business Outcomes Sales Approach

Explanation

Explanation/Reference:

QUESTION 27

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?

Correct Answer: D

Section: Describe the Cisco Business Outcomes Sales Approach

Explanation

Explanation/Reference:

QUESTION 28

Which option is a main benefit that Cisco Partners bring to the table for customers?



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- A. Cisco expertise and the ability to have specializations in certain practice areas
- B. a large customer base for which to sell Cisco services
- C. relationships with key Cisco personnel
- D. additional teams to implement solutions in a timely manner

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

Appropriate Answer.

QUESTION 29

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

Correct Answer: A

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 30

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

Correct Answer: D

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 31

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

Correct Answer: AB

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 32

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

Correct Answer: C

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

Right Answer.

QUESTION 33

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

Section: Convey Awareness of the Environment for Purchase and Adoption of Technology Solutions

Explanation

Explanation/Reference:

QUESTION 34

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

Correct Answer: D

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 35

Which type of organizational goals do key performance indicators measure?

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

Correct Answer: A

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 36

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

Correct Answer: B

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 37

According to Cisco best practice, which option must you understand before you identify business outcome opportunities?

- A. organization chart

- B. decision-making process
- C. current technology plan
- D. customer value proposition

Correct Answer: D

Section: Demonstrate Insight About the Customers Current Business, Organization, Challenges, and Opportunities

Explanation

Explanation/Reference:

QUESTION 38

Which option is the main element of a Business Outcomes storyline?

- A. relevancy to customers' strategy
- B. Cisco differentiators
- C. Cisco products
- D. guaranteed customer ROI

Correct Answer: A

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 39

Which two elements must you consider when you propose technology solutions? (Choose two.)

- A. cross-functional service offerings
- B. the current and future state of technology of the customer
- C. cloud services
- D. emerging technology platforms
- E. relevance to business outcomes

Correct Answer: BE

Section: Achieve Progress Along the Sales Cycle Toward Customer Commitment

Explanation

Explanation/Reference:

QUESTION 40

Select and Place:

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.	
reduced CAPEX & OPEX	indirect
faster time to market	indirect
lower project costs	indirect
improved customer satisfaction	direct
higher employee morale	direct
impact on TCO	direct

Correct Answer:

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.	
	faster time to market
	improved customer satisfaction
	higher employee morale
	reduced CAPEX & OPEX
	lower project costs
	impact on TCO

Section: Address Opportunities for Sales Revenue and Customer Impact
Explanation

Explanation/Reference:

QUESTION 41

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

Section: Address Opportunities for Sales Revenue and Customer Impact
Explanation

Explanation/Reference:

QUESTION 42

Which two elements that are associated with customer interaction is the Seven Elements Framework used to plan? (Choose two.)

- A. general communications
- B. high-impact negotiations
- C. business concepts
- D. prior solutions considered
- E. seller's authority for pricing

Correct Answer: AB

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:

QUESTION 43

According to Cisco, what is the main benefit of the Internet of Everything?

- A. discrete focus on top industries health and finance
- B. compensates for errors in business process design
- C. brings improvements to businesses and people
- D. makes better use of legacy investments

Correct Answer: C

Section: Address Opportunities for Sales Revenue and Customer Impact

Explanation

Explanation/Reference:



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