

ISLEVER

810-403

Selling Business Outcomes

DEMO

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QUESTION 1

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: BE

QUESTION 2

When selling business outcomes, which two options are key points/ factors related to what the customer wants to achieve must be considered? (Choose two.)

- A. What the business priorities and strategies are.
- B. What the Critical Set of Factors and Key Performance Indicators are.
- C. What the mindset of customers is.
- D. What the business priorities and goals are.
- E. What the Critical Success Factors and Key Performance Indicators are.

Answer: DE

QUESTION 3

When selling business outcomes, which two key points/ factors related to understanding actual achievement of goals must be considered? (Choose two.)

- A. specific timeframe and periods
- B. communicational procedures
- C. metrics and calculation procedures
- D. project management milestones

Answer: AC

QUESTION 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 5

When shifting to business outcomes, which two of these relevant considerations and premises must be taken into account? (Choose two.)

- A. Customers want to benefit from new, more flexible consumption models.
- B. Technology is acquiring more importance.
- C. Businesses prefer time-to-market acceleration regardless the costs of their IT solutions.
- D. Business transformation dictates that CEOs and their teams become key partners.
- E. Customers want solutions that address specific outcomes.

Answer: AE

QUESTION 6

When selling outcomes, which three knowledge areas should sales professionals develop? (Choose three.)

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- A. Portfolio selling
 - B. Emerging technology trends
 - C. Stakeholder management
 - D. Sales enablement
 - E. Customer advocacy
 - F. Cisco partner ecosystem portfolio

Answer: BCD

QUESTION 7

Which two statements partially describe the difference between product-based and outcome-based sales?

(Choose two)

- A. In product-based sales the customer knows the issue and is likely to fix it, in outcome-based sales the customer understands the business goal and what success looks like.
- B. In product-based sales the customer expects to make product comparisons, in outcome-based sales the customer decides whether to make an investment based on comparing current and future state.
- C. In product-based sales the customer may or may not be aware of the opportunity or problem, in outcome-based sales the customer will answer questions to clarify pain points.
- D. In product -based sales the customer wants to hear about multiple solutions, in outcome -based sales the customer does not know value or benefit from a change.

Answer: AB

QUESTION 8

At what three major levels can Cisco and its partners provide outcomes? (Choose three.)

- A. strategic level
- B. operational level
- C. technology innovation level