

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 describes 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 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.

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:

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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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