

# 810-403 - OUTCOMES Selling Business Outcomes

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1. In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

- A. Revenue from this model could increase in 25%.
- B. Revenue from this model is immediate.
- C. Revenue from this model is realized over a longer period of time.
- D. Revenue from this model is three times bigger than in the traditional product selling.

**Answer: C**

2. Related to business outcomes, why are customers looking for Cisco and its Partners' solutions and services?

- A. To explore how technology innovation yields new revenue, lower costs, or reduce risk in more detail
- B. To help make a retailer aware of a restocking need while relying on a human interaction faster
- C. To help them more quickly or effectively deploy, absorb, and adopt technologies in which they make investments
- D. To allow customers to complete a marketing research as part of their investment funds

**Answer: C**

3. What is the benefit of understanding stakeholder interests?

- A. Understanding stakeholder interest helps sales people present solutions in the right business or technical language and context.
- B. Aligning the message to the audience requires an understanding of stakeholders' audience goals and ensure a good business proposition.
- C. Matching business needs to outcomes helps sales people present solutions in the right business or technical language and context.
- D. Aligning business goals and technical goals ensure sales people present solutions in the right business or technical language and context.

**Answer: A**

4. Which are the four types of requirements for aligning outcomes to business needs?

- A. Business, Functional, Strategic, Tactical

- B. Strategic, Tactical, Operational, Procedural
- C. Functional, Operational, Administrative, Strategic
- D. Business, Technical, Functional, Transitional

**Answer: D**

5. Which two options are examples of Key Performance Indicators? (Choose two.)

- A. Percentage of job offers accepted
- B. Perception level of satisfaction of customers
- C. Quantity of new organizational goals
- D. Revenue growth versus industry benchmark

**Answer: A,D**

6. KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

- A. KPIs must be strategic and tactical in nature
- B. KPIs can be financial, managerial, or operational
- C. KPIs measure progress against goals
- D. KPIs are set according to priorities: magnitude and urgency
- E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

**Answer: A,C,D**

7. Which two options are financial considerations related to determining business outcomes? (Choose two.)

- A. Capital Expenditures, Operating Expenses.
- B. Internal Return Rate, Discount Rate.
- C. Payback, Chargeback.
- D. Capital Expenditures, Working Capital.

E. Chargeback, Showback.

**Answer:** A,E

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

A. Portfolio selling

B. Emerging technology trends

C. Stakeholder management

D. Sales enablement

E. Customer advocacy

F. Cisco partner ecosystem portfolio

**Answer:** B,C,D

9. 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

10. Which options are two benefits of understanding the customer's business model? (Choose two.)

A. Understanding the customer's business model changes the way you interact with your customer.

B. Understanding the customer's business model provides control and assessment of project challenges.

C. Understanding the customer's business model helps track progress through outcomes.

D. Understanding the customer's business model is used to address the sales force mindset.

**Answer:** A,C

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