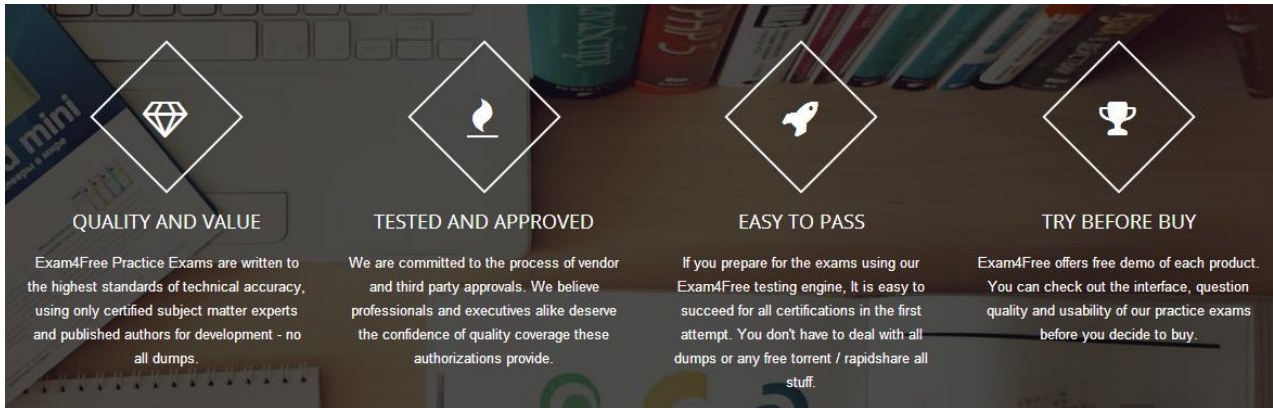


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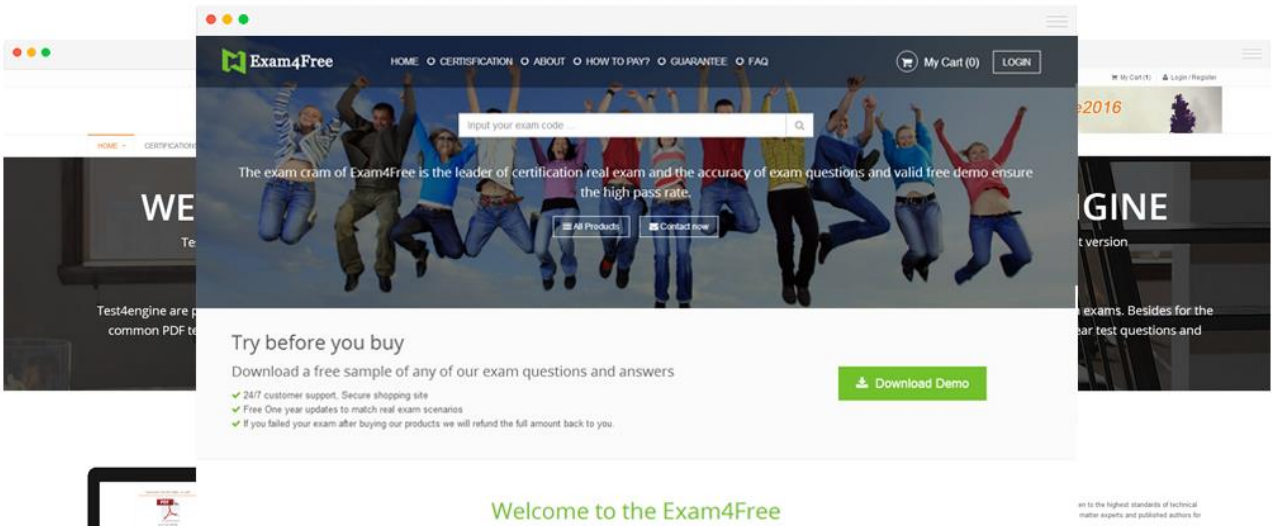
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Exam : **810-403**

Title : **Selling Business Outcomes**

Vendor : **Cisco**

Version : **DEMO**

NO.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: B,E

NO.2 Which question provides the best information to define customer success factors?

- A. What are your business objectives for this project/initiative?
- B. What tools are you looking for, to better measure your ROI?
- C. What services do you need?
- D. Which Cisco products best fit your goals?

Answer: A

NO.3 DRAG DROP

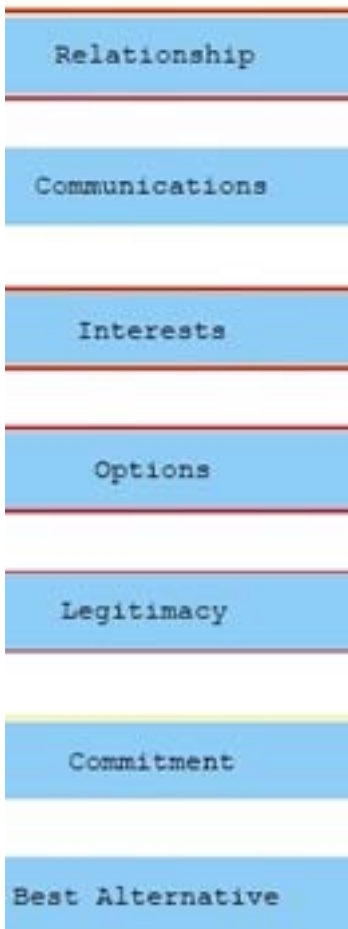
Drag and drop the steps of The Seven Elements framework on the left to the right in sequential order.

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

Answer:



Explanation:



NO.4 Which three options are skills that business development teams should develop for

outcomebased selling? (Choose three.)

- A. negotiation and communication
- B. transformative networking mindset
- C. outcome-based mindset
- D. lateral thinking
- E. critical thinking
- F. conflict management and resolution

Answer: A,C,D

NO.5 Which statement is true regarding technical requirements?

- A. They establish the technical features that the customer value proposition must include.
- B. They establish the technical strategy customer needs to follow to double the business size.
- C. They establish what the business needs to do in order to reduce time to market.
- D. They establish the business strategy that the customer must follow to accelerate their go to market.

Answer: A

NO.6 Which two options are major tensions that business performance measurement could help balance? (Choose two.)

- A. Responsive / non-responsive.
- B. Different performance expectations.
- C. Profit, growth and control.
- D. Critical / non-critical.
- E. Monitor and control.

Answer: B,C

NO.7 What is the benefit of using the Business Model Canvas to understand and describe the customer's business?

- A. It is a mandatory tool in every business school.
- B. Business models are the same across industry verticals.
- C. Understanding the customer business model is essential for determining the right business outcomes.
- D. Each organization has multiple business models.

Answer: C

NO.8 The customer mindset across verticals is changing as they become more aware of technology solutions and their influence on the organization. Which three options are characteristics of this customer mindset? (Choose three.)

- A. Perspective towards technology services and solutions is same across industry verticals
- B. Less loyal to a specific vendor due to technology as a commodity and availability of service solutions
- C. Expect providers to sell products and contracts
- D. Expect measurable value in terms of business outcomes

E. Have a greater understanding of the competitive market and service and solution providers

Answer: B,D,E

NO.9 Which three questions are specified by the Seven Elements Framework? (Choose three.)

A. Working environment characteristics?

B. Existing relationship?

C. Compliance with ISO 20K?

D. Understanding of own and others interests?

E. Consequences of not reaching agreement or support?

Answer: B,D,E

NO.10 Which three areas are covered by the Business Model Canvas in order to understand the customer's business context? (Choose three.)

A.Customer Relationships

B.Development Plan

C.Value Proposition

D.Revenue Streams

E.Key Policies

F.Analysis

Answer: A,C,D

NO.11 Which three options are customer motivators? (Choose three.)

A. Achievable Business plan

B. Shared risks with the vendor

C. Increased services and solutions

D. Realizable outcomes

E. Simplify IT complexity

Answer: B,D,E

NO.12 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