



810-403^{Q&As}

Selling Business Outcomes

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QUESTION 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

Correct Answer: A

Section: (none)

QUESTION 2

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.

Correct Answer: D

QUESTION 3

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

QUESTION 4

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



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

Correct Answer: D

Section: (none)

QUESTION 5

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.

Correct Answer: AC

Section: (none)

QUESTION 6

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Correct Answer: BD

QUESTION 7

Which two options provide financial benefits of business outcome-based selling? (Choose two.)

- A. New mindset and new capabilities
- B. Reduced CAPEX and lower project costs.



- C. Increased accountability and a better understanding of resource use.
- D. Process efficiencies and faster time to market for new solutions.

Correct Answer: BC

QUESTION 8

Which consumption model provides the organization with an agreed-upon number of authorized users?

- A. Per-seat licensing
- B. Concurrent-use licensing
- C. Volume licensing
- D. Pay As You Go

Correct Answer: A

Section: (none)

QUESTION 9

Which two options are valid combinations of tactic and audience you can use to create your business outcome message? (Choose two.)

- A. Tactic: Use evidence; Audience type: Critical.
- B. Tactic: Use evidence; Audience type: Uninformed.
- C. Tactic: Build a bond; Audience type: Sympathetic.
- D. Tactic: Build a bond; Audience type: Hostile.
- E. Tactic: Acknowledge the view; Audience type: Critical.

Correct Answer: AC

Section: (none)

QUESTION 10

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

QUESTION 11

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

QUESTION 12

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

Correct Answer: B

QUESTION 13

Which one of the following solutions enables business outcomes in the manufacturing industry?

- A. Remote Expert
- B. Advanced Routing
- C. Service Provider Network Infrastructure
- D. Plant Floor Control Network



E. Multilayer Switching

Correct Answer: C

Section: (none)

QUESTION 14

CSFs define what an organization should be good at. Which two options are characteristics of CSFs? (Choose two.)

- A. CSFs are quantitative in nature and focus stakeholder relationships
- B. CSFs describe an element that is needed by an organization or project to reach its goal
- C. CSFs help link business initiatives or processes with selling, designing, developing, and adopting solutions and services
- D. CSFs should receive special and continual attention from management in order to help the organization be effective

Correct Answer: BD

Section: (none)

QUESTION 15

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

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

Correct Answer: B

QUESTION 16

Which type of organizational goals do key performance indicators measure?

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

Correct Answer: C



Section: (none)

QUESTION 17

Which option must be understood before identifying business outcome opportunities?

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

Correct Answer: D

QUESTION 18

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

Correct Answer: B

QUESTION 19

Which two dimensions are used in the stakeholder power grid? (Choose two.)

- A. Influence/Authority
- B. Power/Influence
- C. Interest/Empathy
- D. Interest/Support
- E. Consensus/Support

Correct Answer: BD

Section: (none)

QUESTION 20



Which two options are benefits of Cisco's overall portfolio with respect to the set of buyers?

(Choose two.)

- A. increased business performance
- B. enhanced accountability
- C. real-time business intelligence
- D. higher service availability

Correct Answer: AB

QUESTION 21

When selling business outcomes, which two key factors must be considered in relation to the achievement of the outcomes? (Choose two.)

- A. metrics and measurement
- B. project management milestones
- C. specific timeframe and milestones
- D. communication procedures

Correct Answer: AC

Section: (none)

QUESTION 22

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.

Correct Answer: AE

Section: (none)

QUESTION 23



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

QUESTION 24

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

- A. strategic level
- B. operational level
- C. technology innovation level
- D. executive level
- E. business level

Correct Answer: BCE

Section: (none)

QUESTION 25

Which categories can collaboration help achieve business goals for the customer?

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Correct Answer: D

Section: (none)

QUESTION 26

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

QUESTION 27

Which three additional costs may arise from a subscription model and should be factored into the total cost of ownership of IT as a Service? (Choose three.)

- A. Cost of accounting and tracking
- B. Software asset and management
- C. Cost of Hardware and Software
- D. Auditing and control
- E. Chargeback and Showback
- F. It varies, depending on the technology solution or service

Correct Answer: ABD

Section: (none)

QUESTION 28

Which two options are the types of costs the sales professionals should consider with the customer, in helping to position technical support and cloud based services? (Choose two.)

- A. Operational costs
- B. Real costs
- C. Hidden costs
- D. Recurring costs
- E. Perceived costs

Correct Answer: BE

QUESTION 29

Which two options are features of Cisco SalesConnect? (Choose two.)



- A. Ability to create personalized "briefcases" of content that you can save once, and access from any device.
- B. Single place to find business proposals and instructor led training related to Cisco Partners.
- C. Access to kits of bundled content including IOS images and more.
- D. Trusted, up-to-date, and relevant content displayed using comprehensive, powerful search capabilities.

Correct Answer: AD

Section: (none)

QUESTION 30

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

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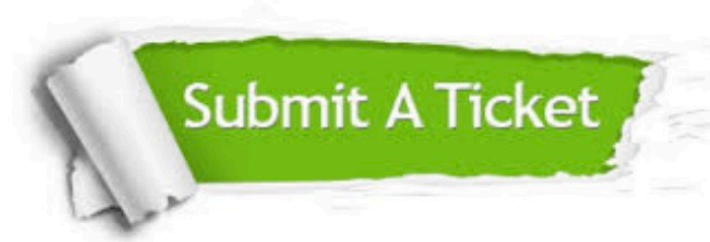
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