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## **Q&A**

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**Exam : 820-424**

**Title : Applying Cisco Specialized  
Business Value Analysis  
Skills**

**Version : DEMO**

1.Which three options are potential customer benefits of an outcome-based sales approach? (Choose three.)

- A. Alignment of technology to business needs
- B. Better quality security policy
- C. Increased ability to mitigate risk
- D. Enhanced end user support services
- E. Improved financial control over technology spending
- F. Focus on solutions

**Answer:** A, C, E

2.Which option is a trend, driving the adoption of an outcome-based sales approach?

- A. Customers have more purely technical problems than they have had previously
- B. Customers want to focus less on business needs and more on business outcomes
- C. Customers are more empowered and skeptical, changing the way they assess and purchase technology
- D. The increase in major technology innovations has led to a more siloed approach to technology purchasing

**Answer:** C

3.Which option describes Step 2 of Cisco's outcome-based sales approach?

- A. Get a lead, find a customer who may be interested
- B. Assemble your sales team and determine your objectives
- C. Gather what you know about the customer
- D. Meet with your customer to uncover, validate and help them prioritize their business care-about

**Answer:** C

4.Which two options describe the customer in an outcome-driven sales engagement? (Choose two.)

- A. Knows issue and desired outcome
- B. Aware of opportunities and problems that need to be solved
- C. Knows the value and benefits for change
- D. Is sensitive to price

**Answer:** B, C

5.Which option is an operational benefit resulting from defined outcomes?

- A. Greater control over business decision making
- B. Higher IT asset utilization
- C. Improved business intelligence
- D. Faster time to market for new products

**Answer:** B