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Q&A

Exam : **810-401**

Title : Selling Business Outcomes

Version : DEMO

1.Topic 1, Describe the Cisco Business Outcomes Sales Approach

Which option is a key concept of the unique Cisco sales approach?

A. Add as many new Cisco technologies to the solution that meet customer needs.

B. Start driving outcomes for customers, and go beyond selling and implementing technology solutions.

C. Put together the most logical set of services for the customer.

D. Engage in dialog about customer needs and new technologies.

Answer: B

2.Which statement best describes the Cisco sales approach?

A. Understand the goals of the buyer.

B. Focus on Cisco technologies already in place.

C. Focus on fulfilling customer needs and help them generate value through stronger business outcomes.

D. Pay attention to details that the customer is sharing about their needs.

Answer: C

3.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.

Answer: B

4.Which question provides the best information to use to define customer success factors?

A. What services do you need?

B. Which Cisco products best fit your goals?

C. What tools are you looking for, to better measure your ROI?

D. What are your business objectives for this project/initiative?

Answer: D

5.DRAG DROP

Drag and drop the type of sale model on the left to the business driver on the right.	
solution selling	value
solution selling	pain points
outcomes selling	needs
outcomes selling	priorities

Answer:

Drag and drop the type of sale model on the left to the business driver on the right.

solution selling	outcomes selling
solution selling	solution selling
outcomes selling	solution selling
outcomes selling	outcomes selling