



Vendor: Cisco

Exam Code: 840-401

Exam Name: Selling Business Outcomes

Version: Demo

QUESTION 1

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

Correct 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

QUESTION 2

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 3

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.

Correct Answer: B

QUESTION 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?

Correct Answer: D

QUESTION 5

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.

Correct Answer: C

QUESTION 6

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?

- A. skills to manage risks related to use of emerging technologies
- B. globalization of the sales force
- C. new product launches that require IT capacity
- D. competition in the industry due to end of regulations

Correct Answer: A

QUESTION 7

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Correct Answer: C

QUESTION 8

Which option has a broad-reaching effect on buying organizations?

- A. technology plan
- B. business unit projects
- C. corporate plan
- D. operating processes

Correct Answer: C

QUESTION 9

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects

D. to provide a clear way to discuss services that all customers need

Correct Answer: C

QUESTION 10

Which two main things must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

- A. role in company
- B. degree of influence
- C. size of budget
- D. purchasing power
- E. interest in results

Correct Answer: BE

QUESTION 11

Which option is a structured way 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

QUESTION 12

Which four options are the top-level key areas of the business model canvas?

- A. products, services, solutions, outcomes
- B. infrastructure, offerings, customers, finances
- C. markets, channels, partners, customers
- D. resources, products, customers, markets

Correct Answer: B

QUESTION 13

According to research, what is the leading reason that technology projects fail?

- A. poor stakeholder identification and management
- B. lack of budget
- C. too many stakeholders
- D. lack of a business model canvas

Correct Answer: A