



Vendor: Cisco

Exam Code: 840-403

Exam Name: Selling Business Outcomes

Version: Demo

QUESTION 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?

Correct Answer: BE

QUESTION 2

When selling business outcomes, which two options are key points/ factors related to what the customer wants to achieve must be considered? (Choose two.)

- A. What the business priorities and strategies are.
- B. What the Critical Set of Factors and Key Performance Indicators are.
- C. What the mindset of customers is.
- D. What the business priorities and goals are.
- E. What the Critical Success Factors and Key Performance Indicators are.

Correct Answer: DE

QUESTION 3

When selling business outcomes, which two key points/ factors related to understanding actual achievement of goals must be considered? (Choose two.)

- A. specific timeframe and periods
- B. communicational procedures
- C. metrics and calculation procedures
- D. project management milestones

Correct Answer: AC

QUESTION 4

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 5

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

QUESTION 6

When selling outcomes, which three knowledge areas should sales professionals develop? (Choose three.)

- A. Portfolio selling
- B. Emerging technology trends
- C. Stakeholder management
- D. Sales enablement
- E. Customer advocacy
- F. Cisco partner ecosystem portfolio

Correct Answer: BCD

QUESTION 7

Which two statements partially describe the difference between product-based and outcome-based sales? (Choose two)

- A. In product-based sales the customer knows the issue and is likely to fix it, in outcome-based sales the customer understands the business goal and what success looks like.
- B. In product-based sales the customer expects to make product comparisons, in outcome-based sales the customer decides whether to make an investment based on comparing current and future state.
- C. In product-based sales the customer may or may not be aware of the opportunity or problem, in outcome-based sales the customer will answer questions to clarify pain points.
- D. In product -based sales the customer wants to hear about multiple solutions, in outcome -based sales the customer does not know value or benefit from a change.

Correct Answer: AB

QUESTION 8

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

QUESTION 9

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

- A. Executives
- B. Influences
- C. Employees
- D. Decision makers
- E. Suppliers

Correct Answer: ACE

QUESTION 10

RACI model aids can be used to understand specific aspects of stakeholders' involvement in businesses. What does RAC I stand for?

- A. Responsible, Accountable, Consulted, Informed
- B. Reconciler, Accountable, Consulted, Independent
- C. Responsible, Assertive, Consulted, Informed
- D. Reconciler, Assertive, Consulted, Informed
- E. Responsible, Accountable, Consulted, Influenced

Correct Answer: A

QUESTION 11

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

Correct Answer: BDE

QUESTION 12

There are approximately nineteen industry verticals. Which five are relevant to Cisco? (Choose five.)

- A. Connected Learning
- B. Connected Buildings
- C. Connected Public Safety
- D. Health Care
- E. Disaster Management

- F. Connected City
- G. Connected Utilities
- H. Connected Factory

Correct Answer: CDFGH

QUESTION 13

Emerging trends in technology are impacting business outcomes with respect to optimization and innovation. Which are the big four emerging trends?

- A. Cloud, Industry Issues, Consumerization, IT Appliances
- B. Cloud, Mobility, Activity-Based Working, Security
- C. Cloud, Social Media, Software-Defined Networking, Big Data
- D. Cloud, Mobility, Analytics, Social Media

Correct Answer: D

QUESTION 14

Cisco Internet of Everything connects people, processes, things, and data. Which two of its characteristics have an impact on businesses? (Choose two.)

- A. Leveraging data into more useful information for decision-making
- B. Connecting people for measuring services' usage trends
- C. Delivering the solutions and products to the right person at the right time
- D. Having physical devices and objects connected to the Internet and to each other for intelligent decision making

Correct Answer: AC

QUESTION 15

Cisco solutions and services are related to every kind of outcomes. Which is the goal of business outcomes?

- A. To enable CXOs or Line of Business leaders to grow revenues, lower operating costs and achieve strategic business objectives
- B. To help customers establish new technology or evolve current functionality
- C. To help customers operate, manage and optimize technology environment more effectively
- D. To take advantage of new technology to increase business relevance

Correct Answer: A

QUESTION 16

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

- A. Using Next Generation IT to increase service quality. Also, reducing risk, complexity and costs
- B. Refining, enriching or developing & enabling new business processes, new markets, and customer interactions
- C. Taking advantage of new technology to increase business relevance

- D. Improving agility & ability to create or deploy high quality, differentiated, innovative services for end users

Correct Answer: B

QUESTION 17

Related to business outcomes, why are customers looking for Cisco and its Partners' solutions and services?

- A. To explore how technology innovation yields new revenue, lower costs, or reduce risk in more detail
- B. To help make a retailer aware of a restocking need while relying on a human interaction faster
- C. To help them more quickly or effectively deploy, absorb, and adopt technologies in which they make investments
- D. To allow customers to complete a marketing research as part of their investment funds

Correct Answer: C

QUESTION 18

KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

- A. KPIs must be strategic and tactical in nature
- B. KPIs can be financial, managerial, or operational
- C. KPIs measure progress against goals
- D. KPIs are set according to priorities: magnitude and urgency
- E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

Correct Answer: ACD

QUESTION 19

Which two options are examples of Key Performance Indicators? (Choose two.)

- A. Percentage of job offers accepted
- B. Perception level of satisfaction of customers
- C. Quantity of new organizational goals
- D. Revenue growth versus industry benchmark

Correct Answer: AD

QUESTION 20

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

QUESTION 21

Which options are three examples of Critical Success Factors? (Choose three.)

- A. Increasing manufacturing efficiency at a rate above increases in supplies
- B. Attracting and retaining more highly qualified staff versus competitors
- C. Providing a holistic perspective to the core business drivers and business outcomes
- D. Matching customer retention rate to customer retention objective
- E. Selling a greater share of profitable products to our customers

Correct Answer: ABE

QUESTION 22

Which discipline covers analyzing stakeholder expectations and their approach and posture towards technology?

- A. Stakeholder Relationship
- B. Neurolinguistics Programming
- C. Stakeholder Management
- D. Customer Relationship Management

Correct Answer: C

QUESTION 23

Which two options are part of customer relationship management? (Choose two.)

- A. Developing market research.
- B. Moving the customer towards positive decisions about IT investments and initiatives
- C. Classifying customer segments.
- D. Identifying key stakeholders.

Correct Answer: BD

QUESTION 24

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