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<http://www.lead2pass.com/810-403.html> QUESTION 1 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 QUESTION 2 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 Answer: A QUESTION 3 Which option is a main benefit that Cisco Partners bring to the table for customers? A. Cisco expertise and the ability to have specializations in certain practice areas B. a large customer base for which to sell Cisco services C. relationships with key Cisco personnel D. additional teams to implement solutions in a timely manner Answer: A QUESTION 4 Which two benefits does IT as a Service provide to the customer? (Choose two.) A. Reduced OPEX. B. Reduced CAPEX. C. Reduced ROI. D. Reduced TCO. E. Reduced Chargeback. Answer: BD QUESTION 5 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. Answer: D QUESTION 6 Which connection would be used to describe ads that a smartphone sends as a person walks around a retail store? A. machine-to-machine B. business-to-consumer C. machine-to-person D. sensor-to-device Answer: C QUESTION 7 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 Answer: ABE QUESTION 8 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 Answer: BD QUESTION 9 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. Answer: D QUESTION 10 Which are the four types of requirements for aligning outcomes to business needs? A. Business, Functional, Strategic, Tactical B. Strategic, Tactical, Operational, Procedural C. Functional, Operational, Administrative, Strategic D. Business, Technical, Functional, Transitional Answer: D QUESTION 11 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 Answer: BE QUESTION 12 What are the phases of the Seven Elements framework? A. Prepare, Plan, Design, Implement, Operate, Optimize. B. Past, Present, Future. C. Previous, Present, Posterior. D. Before, In Between, After. Answer: B QUESTION 13 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? Answer: BE QUESTION 14 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 Answer: C QUESTION 15 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 QUESTION 16 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 Answer: D QUESTION 17 What are two customer goals and objectives driven by their value proposition? (Choose two.) A. Bring digital value to customers, suppliers, partners (ease of doing business). B. Reduce the sales force and customer interaction. C. Transform the customer experience. D. Reduce Operating Expenses and increase Capital Expenditures. Answer: AC
QUESTION 18 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
Answer: BDE QUESTION 19 How could IT as a Service help drive business outcomes? A. By the fast technology acquisition options for the customers. B. Providing an organization with the right to use the technology and service without the need for purchasing it. C. Providing an organization with various options for the types of services to deploy. D. Depending upon what the business is seeking, each type of service has different financial implications for business outcomes. Answer: D
QUESTION 20 Which four options are components of the Seven Elements framework? (Choose four.) A. Commitment B. Relationship & Distribution C. Relationship & Communications D. Best Alternative E. Interests, Agenda & Normative F. Interests, Options & Legitimacy G. Alternatives, Opportunities & Legitimacy Answer: ACDF
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