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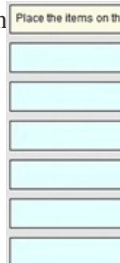
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Answer:

QUESTION 22 Which element is recommended to align solutions and services to the customer business? A.   key performance indicator B.   total cost of ownership C.   goals and objectives D.   critical success factor Answer: D QUESTION 23 Which four aspects are considered by the Business Model Canvas? (Choose four.) A.   Finances B.   Business structure C.   Sales people D. Business development teams E.   Business value proposition F.   Strategic Analysis Answer: ABCE QUESTION 24 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 Answer: AD QUESTION 25 Which two options are financial considerations related to determining business outcomes? (Choose two.) A.   Capital Expenditures, Operating Expenses. B.   Internal Return Rate, Discount Rate. C.   Payback, Chargeback. D.   Capital Expenditures, Working Capital. E.   Chargeback, Showback. Answer: AE QUESTION 26 Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.) A.   workshop B.   focus group C.   survey D.   questionnaire E.   interview Answer: AB QUESTION 27 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 Answer: AC QUESTION 28 Which option is used to describe a customer's vision, mission, strategy, and major initiatives? A.   business value chain B.   business model canvas C.   critical success factor D.   technology implementation plan Answer: B QUESTION 29 Which three options are examples of KPIs for Business Outcomes? (Choose three.) A.   Improved customer satisfaction. B.   Increased IT service performance. C.   Lower IT asset obsolescence. D.   Revenue growth. E.   Lower OPEX. F.   Increased IT asset utilization. Answer: ADE QUESTION 30 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 Answer: C QUESTION 31 Which three options are considerations you have to take into account when communicating the business outcomes story? (Choose three.) A.   Be aware of people's time and length of presentation. B.   Organize the presentation so that the message is clear and key points emerge early. C.   Prepare carefully the agenda and the objectives definitions. D.   Use the right verbal and corporate language. E.   Know your audience and what is of interest to them. Answer: ABE QUESTION 32 Which option is the most effective way to use best practices or scenarios during the selling process? A.   in use cases that are relevant to the customer B.   in business cases used previously C.   in customer briefing documents D.   in customer benefits statements Answer: A QUESTION 33 Why is it

convenient to tie business outcomes and the customer value proposition? A.   Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure. B.   Because this way you can establish fixed business goals and priorities and facilitate the deployment project management. C.   To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support. D.   Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability. Answer: C QUESTION 34 Which option is the main element of a Business Outcomes storyline? A.   relevancy to customers' strategy B.   Cisco differentiators C.   Cisco products D.   guaranteed customer ROI Answer: A QUESTION 35 Which options are two benefits of understanding the customer's business model? (Choose two.) A. Understanding the customer's business model changes the way you interact with your customer. B.   Understanding the customer's business model provides control and assessment of project challenges. C.   Understanding the customer's business model helps track progress through outcomes. D.   Understanding the customer's business model is used to address the sales force mindset. Answer: AC QUESTION 36 You are working to understand a customer business environment. Which two options are preferred data gathering techniques? (Choose two.) A.   surveys B.   interviews C.   asking competitors D.   stock analysis reports E.   social media Answer: AB QUESTION 37 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 QUESTION 38 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 Answer: B QUESTION 39 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 Answer: C QUESTION 40 Drag and Drop Question

Answer:

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