



**Cisco**

**810-401**

*Selling Business Outcomes*

- A. underlying Interests of the stakeholders
- B. timing for decision on purchases
- C. the customer budget
- D. Cisco offerings

**Answer:** A

**QUESTION:** 41

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:** 42

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

**Section 6:** Sec Six (43 to 45)

**Details:** Topic 6, Mix Questions

**QUESTION:** 43

DRAG DROP

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Faster time to market	indirect
Reduced project management	indirect
Reduced CAPEX and OPEX	indirect
Improved customer satisfaction	direct
Higher employee morale	direct
Impact on TCO	direct

**Answer:**

Drag and drop the financial benefits on the left to the direct and indirect spaces on the right.

Faster time to market	Faster time to market
Reduced project management	Improved customer satisfaction
Reduced CAPEX and OPEX	Higher employee morale
Improved customer satisfaction	Reduced project management
Higher employee morale	Reduced CAPEX and OPEX
Impact on TCO	Impact on TCO

**QUESTION: 44**

**DRAG DROP**

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

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

Financial Challenges	Conflicts in stakeholder goals
Financial Challenges	Reduction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

**Answer:**

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

Financial Challenges	Financial Challenges
Financial Challenges	Financial Challenges
Financial Opportunities	Financial Opportunities
Financial Opportunities	Financial Opportunities

**QUESTION: 45**

**DRAG DROP**

Drag the two strongest factors to improve business outcomes for a retail industry customer from the left to the right.

Lower operating costs	<b>Business Factors</b> Business Factor Business Factor
Change in software contract terms	
Higher customer satisfaction and larger order value	
Larger vendor penalties for repeated miss of service level commitments	

**Answer:**

- Lower operating costs
- Change in software contract terms
- Higher customer satisfaction and larger order value
- Larger vendor penalties for repeated miss of service level commitments

Business Factors

- Lower operating costs
- Higher customer satisfaction and larger order value

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