

810-440 Dumps

Cisco Business Architecture Analyst

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NEW QUESTION 1

Which two options are reasons why effective communications is key to success? (Choose two.)

- A. It allows effective interaction between stakeholders.
- B. Can help mitigate the intrinsic risks within negotiation.
- C. It allows other strengths to create maximum impact.
- D. Can help lessen the impact of business weakness.

Answer: AD

NEW QUESTION 2

How can a customer determine which activities create more value and competitive advantage for his organization?

- A. Identifying the least complex activities
- B. Analyzing their business context and industry vertical
- C. Looking for business outcomes that span the value chain
- D. Defining the right KPIs for each activity

Answer: C

NEW QUESTION 3

What method is recommended for mapping out an organization's current processes and to design future processes?

- A. Drawing a business model diagram
- B. Querying relational databases
- C. Writing detailed descriptions
- D. Drawing hierarchical matrixes

Answer: A

NEW QUESTION 4

What impact on business can cloud technologies provide?

- A. Reducing travel expenses and enhancing productivity
- B. Reducing application's response time to streamline transactions and getting better customer and employee satisfaction
- C. Reducing project risk
- D. Improving green brand awareness

Answer: C

NEW QUESTION 5

Which two options are benefits of Cisco's overall portfolio with respect to the set of buyers? (Choose two.)

- A. increased business performance
- B. enhanced accountability
- C. real-time business intelligence
- D. higher service availability

Answer: CD

NEW QUESTION 6

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

NEW QUESTION 7

Place the items on the left onto the correct type of financial benefit on the right.

Reduced CAPEX & OPEX	Direct
Improved customer satisfaction	Direct
Higher employee morale	Direct
Impact on TCO	Indirect
Lower project costs	Indirect
Faster time to market	Indirect

Answer:

Explanation:

Reduced CAPEX & OPEX	Reduced CAPEX & OPEX
Improved customer satisfaction	Impact on TCO
Higher employee morale	Lower project costs
Impact on TCO	Improved customer satisfaction
Lower project costs	Higher employee morale
Faster time to market	Faster time to market

NEW QUESTION 8

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

NEW QUESTION 9

Which option must be understood before identifying business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Answer: D

NEW QUESTION 10

Which two options are valid combinations of tactic and audience you can use to create your business outcome message? (Choose two.)

- A. Tactic: Use evidence; Audience type: Critical.
- B. Tactic: Use evidence; Audience type: Uninformed.
- C. Tactic: Build a bond; Audience type: Sympathetic.
- D. Tactic: Build a bond; Audience type: Hostile.
- E. Tactic: Acknowledge the view; Audience type: Critical.

Answer: AC

NEW QUESTION 10

Refer to the exhibit.



Which proposal does the exhibit describe?

- A. technology project plan
- B. account plan
- C. technical reference architecture
- D. business roadmap

Answer: D

NEW QUESTION 15

Which activity is performed by the Cisco business architect?

- A. Develop low-level designs.
- B. Determine the required business capabilities.
- C. Create a product build of materials.
- D. Provide product-specific technical support.

Answer: B

NEW QUESTION 17

Which tool is recommended to help identify customer responsibilities in one of their business processes?

- A. BMC chart
- B. RACE report
- C. Agile chart
- D. RACI chart

Answer: D

NEW QUESTION 18

Which option is a benefit of Cisco enablement resources?

- A. the ability to create personalized "briefcases" of content
- B. a single place to find business proposals and instructor-led training
- C. access to kits of bundled content, including IOS images and more
- D. it enhances the selling process for seller and the customer

Answer: D

NEW QUESTION 23

Which one of the following solutions enable business outcomes in the manufacturing industry?

- A. Remote Expert
- B. Advanced Routing
- C. Service Provider Network Infrastructure
- D. Plant Floor Control Network
- E. Multilayer Switching

Answer: C

NEW QUESTION 24

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

NEW QUESTION 27

Which two options are benefits of effective communication with stakeholders? (Choose two.)

- A. It allows other strengths to create maximum impact.
- B. It lessen the impact of business weakness.
- C. It helps mitigate the intrinsic risks with negotiation.
- D. It allows effective interaction between stakeholders.

Answer: CD

NEW QUESTION 30

Which two elements must you consider when you propose technology solutions? (Choose two.)

- A. cross-functional service offerings
- B. the current and future state of technology of the customer
- C. cloud services
- D. emerging technology platforms
- E. relevance to business outcomes

Answer: BE

NEW QUESTION 33

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 accessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.

Answer: D

NEW QUESTION 38

You are a systems engineer and are trying to build credibility and rapport with senior leadership within your customer. Which method is the best way to demonstrate these qualities?

- A. Understand the current state of their network infrastructure so that you can advise them how the latest technology developments will be incorporated into a refresh of the infrastructure.
- B. Understand what business drivers are impacting their market place.
- C. Understand the current state of their network infrastructure so that you can describe a plan to refresh the infrastructure.
- D. Provide the customer with the latest technology developments so that they understand how can you help them.

Answer: B

NEW QUESTION 41

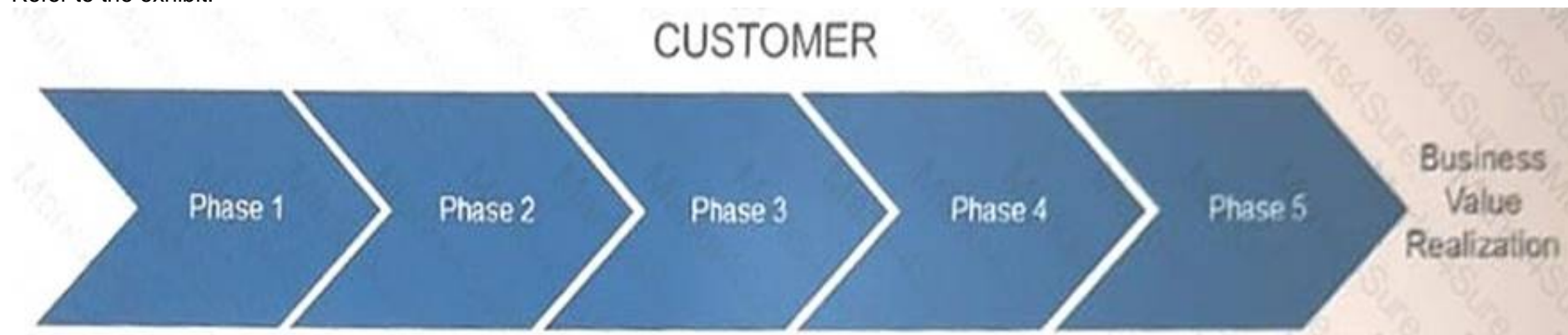
Which could be a layer within an enterprise architecture?

- A. Business services
- B. Service level commitments
- C. Organization's reporting structure
- D. Project office's governance practices

Answer: A

NEW QUESTION 42

Refer to the exhibit.



Drag and drop the five phases of the customer journey from the left into the correct order on the right.

Phase 1	business outcome measurement
Phase 2	business capabilities and solutions
Phase 3	business vision
Phase 4	roadmap implementation
Phase 5	business strategy

Answer:

Explanation:

Phase 1	Phase 5
Phase 2	Phase 3
Phase 3	Phase 1
Phase 4	Phase 4
Phase 5	Phase 2

NEW QUESTION 43

Why are customer stakeholders important to the business outcome-based sales approach?

- A. Because understanding the concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.
- B. Because stakeholders consists of partners who are either part of the organization or are external to the organization.
- C. Because stakeholder strategy influence business needs and their involvement in a project to change them.
- D. Because relevant and potential stakeholders exist across customers' and sales professionals' organizational and functional roles.

Answer: D

NEW QUESTION 48

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

Explanation: The Cisco services story is receiving a lot attention both internally and with the public. Sellers should build off of this visibility, reinforcing that Cisco has a broad services portfolio that goes beyond break/fix, and network deployment.

NEW QUESTION 51

Which two options are indirect benefits of a business outcome? (Choose two.)

- A. Lower maintenance contract cost
- B. Improved customer satisfaction
- C. Lower purchase price of IT assets
- D. Faster time to market for new solutions

Answer: BD

NEW QUESTION 52

Which three options are factors or components that must be considered when dealing with a business value proposition? (Choose three.)

- A. Technological Development
- B. Key Performance Indicators
- C. Firm Infrastructure
- D. Capital Expenditures
- E. Human Resource Management
- F. Operating Expenses

Answer: BDF

NEW QUESTION 57

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

Answer: C

NEW QUESTION 62

Which framework is used to plan influential communication when seeking customer support for action?

- A. business model canvas
- B. principled negotiation
- C. seven elements
- D. stakeholder analysis matrix

Answer: C

Explanation: Business Model Canvas is to define the customer environment, business model, and motivators for change, whereas Seven Elements Framework helps in communicating and negotiating with stakeholders.

NEW QUESTION 65

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

Answer: BCE

NEW QUESTION 70

How does an open plan volume licensing model works?

- A. It does not specify individual users, so any user can access the service.
- B. It provides the organization with an agreed number of users.
- C. The costs are directly related to usage, not quantity of users.
- D. The enterprise pays as it acquires services.

Answer: D

NEW QUESTION 74

Which characteristic of the Cisco Internet of Everything has the most impact on business?

- A. connecting people for measuring the usage trends of services
- B. delivering the services to the right person at the right time
- C. leveraging data into more useful information for decision making
- D. having physical devices and objects connected to the internet

Answer: D

NEW QUESTION 75

What is ROI?

- A. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing present value from a technology solution by the cost of that technology solution.
- B. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing total investment from a technology solution by the cost of that technology solution.
- C. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the margin of that technology solution.
- D. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the cost of that technology solution.

Answer: D

NEW QUESTION 80

Which two options comprise information you need to achieve successful outcome-based sales? (Choose two.)

- A. How stakeholders receive information and what information they want to receive.
- B. What information is communicated to stakeholders in a timely fashion.
- C. The stakeholder influencers, decision makers, and participating individuals throughout the process.
- D. The degree of affinity stakeholders have related to risk.

Answer: AC

NEW QUESTION 82

Which option is a difference in the set of QUESTION NO:s that Cisco's approach to outcomes-based sales uses in helping organizations to move from product to outcome-based sales?

- A. The product approach answers the QUESTION NO: of what product is needed, while the outcomes approach answers what capabilities are needed to achieve the solutions.
- B. The product approach answers the QUESTION NO: of how progress is displayed and correctly communicated, while the outcomes approach answers what the business objectives services must be included in each solution.
- C. The product approach answers the QUESTION NO: of what product is needed, while the outcomes approach answers what the business objectives and desired outcomes are.
- D. The product approach answers the QUESTION NO: of what capabilities are needed to deliver product & services, while the outcomes approach gives an answer to what the business rules and capabilities are.

Answer: C

NEW QUESTION 85

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

NEW QUESTION 87

Which value does Cisco Business Architecture provide to the account team?

- A. increased deferred revenue pipeline
- B. hands-off approach to customer engagement
- C. cross-selling and up-selling opportunities
- D. technology-focused discussions with customer

Answer: C

NEW QUESTION 88

What is the benefit of using the Business Model Canvas to understand and describe the customer's business?

- A. It is a mandatory tool in every business school.
- B. Business models are the same across industry verticals.

- C. Understanding the customer business model is essential for determining the right business outcomes.
- D. Each organization has multiple business models.

Answer: C

NEW QUESTION 91

Which guidelines are frameworks, practices, or standards used to establish within a corporation?

- A. common language within the organization
- B. leadership and a common language within the organization
- C. leadership within the organization
- D. guaranteed success of architecture within the organization

Answer: A

NEW QUESTION 94

Which advantage is gained from engaging with senior IT and LoB leadership of the Cisco Business Architecture approach?

- A. to describe the latest product features offered
- B. to position technology
- C. to demonstrate the latest product features
- D. to gain an understanding of their business

Answer: D

NEW QUESTION 98

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

NEW QUESTION 100

Which three options are financial challenges in business outcome-based selling? (Choose three.)

- A. Competing stakeholder goals and expectations.
- B. Difficulty to determine external value.
- C. Financial resources are distributed across functional areas.
- D. Competitive analysis is often incomplete.
- E. IT adoption and implementation may have long business cycles.

Answer: ACE

NEW QUESTION 104

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

NEW QUESTION 106

Which component of a business strategy must be measurable?

- A. environment
- B. vision
- C. goals
- D. mission

Answer: C

NEW QUESTION 110

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.

Answer: DE

NEW QUESTION 111

Which is a benefit of using the power/influence grid to manage stakeholders?

- A. It helps sales professionals to present solutions in the right business or technical language and context.
- B. It aligns the stakeholder audience's goals with a good business proposition.
- C. It helps move stakeholders from their current to their optimal positions.
- D. It ensures that the sales professional identifies the appropriate key performance indicators for outcomes.

Answer: C

NEW QUESTION 115

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

NEW QUESTION 119

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: C

NEW QUESTION 121

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	Reuction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

Answer:

Explanation:

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

NEW QUESTION 122

Which two descriptions of the customer journey are true? (Choose two.)

- A. The customer journey has eight phases to deliver business outcomes.
- B. It spans the spectrum from business vision to value realization.
- C. It is a business-centric view of the customer business.
- D. It is an IT-centric view of their business needs.
- E. It starts with the customer's technology vision.

Answer: BC

NEW QUESTION 125

Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. additional teams to implement solutions in a timely manner
- B. relationships with key Cisco personnel
- C. a large customer base for which to sell Cisco services
- D. Cisco expertise and the ability to have specializations in certain practice areas

Answer: D

NEW QUESTION 130

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

NEW QUESTION 134

IP addressing can be assigned in either a static or dynamic method. Which two devices would likely be assigned dynamic IP addresses? (Choose two.)

- A. email server
- B. IP phone network
- C. printer
- D. personal laptop
- E. switch

Answer: BD

NEW QUESTION 135

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

Answer: BCD

NEW QUESTION 138

Which element conveys the relative importance of business initiatives to enable the transition from the current to the target state?

- A. business priority
- B. business solution
- C. business requirement
- D. business outcome
- E. business strategy

Answer: A

NEW QUESTION 140

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

NEW QUESTION 144

Which type of expenditure is the purchase of heavy equipment considered?

- A. consumption
- B. chargeback
- C. showback
- D. operational

Answer: B

NEW QUESTION 149

Which statement is true regarding technical requirements?

- A. They establish the technical features that the customer value proposition must include.
- B. They establish the technical strategy customer needs to follow to double the business size.
- C. They establish what the business needs to do in order to reduce time to market.
- D. They establish the business strategy that the customer must follow to accelerate their go to market.

Answer: A

NEW QUESTION 151

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

NEW QUESTION 154

What are the most reliable sources for enablement at Cisco besides playbooks?

- A. Wikipedia & Google
- B. PartnerCentral and Salesconnect
- C. Industry articles & blogs
- D. Research and trends reports

Answer: B

NEW QUESTION 158

Which is the main outstanding reason and justification for business outcome-based sales approach?

- A. Organizations want more from their IT solutions which respect to value, time-to-market, and measurable outcomes.
- B. Organizations want to improve the chain of value based on the cost of IT solutions they provide.
- C. Organizations want to develop marketing and communicational strategies in order to sell more efficiently.
- D. Organizations want to offer a renewed portfolio in order to increase share value.

Answer: A

NEW QUESTION 162

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.

Answer: BD

NEW QUESTION 166

Which is a direct financial benefit from business outcomes?

- A. increased net present value
- B. reduced capital expenditures
- C. increased chargeback
- D. increased total cost of ownership

Answer: B

NEW QUESTION 170

Which three QUESTION NO:s are specified by the Seven Elements Framework? (Choose three.)

- A. Working environment characteristics?
- B. Existing relationship?
- C. Compliance with ISO 20K?
- D. Understanding of own and others interests?
- E. Consequences of not reaching agreement or support?

Answer: BDE

NEW QUESTION 171

Several of the Cisco small business switches allow you to assign roles to ports depending on what device you are connecting. What is this functionality called? Select exactly 1 answer(s) from the following:

- A. CDP
- B. LLOP-MED
- C. FindIT
- D. SmartPorts

Answer: D

NEW QUESTION 175

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

Answer: CDFGH

NEW QUESTION 180

Which value does a customer realize from the Cisco Business Architecture approach?

- A. Capture and realize business value from product feature demonstrations.
- B. Ensures Cisco relevancy to business capabilities and business solutions.
- C. Capture and realize business value from defined business outcomes.
- D. Ensures that the customer is up to date with all the latest product capabilities.

Answer: C

NEW QUESTION 184

Which two communications or interpersonal skills are critical for an Enterprise IT Business Specialist? (Choose two.)

- A. Ability to build relationships
- B. Ability to explain design decisions in multiple languages
- C. Ability to plan and schedule complex data migration
- D. Ability to influence others
- E. Ability to interpret financial statements

Answer: AD

NEW QUESTION 189

Which is a good technique to demonstrate the value of technology so that stakeholders can understand what is possible?

- A. Developing business scenarios
- B. Performing gap analysis
- C. Defining the as-is or current state of an enterprise process or operation

D. Comparing technical features of different solutions

Answer: A

NEW QUESTION 194

Which option is most likely to improve interactions with customers?

- A. Understand their communication style.
- B. Understand the goals of their team.
- C. Learn their personal interests.
- D. Know the time available to present the solution.

Answer: A

NEW QUESTION 199

Which option is a structured process to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Answer: A

NEW QUESTION 203

Which two options provide financial benefits of business outcome-based selling? (Choose two.)

- A. New mindset and new capabilities
- B. Reduced CAPEX and lower project costs.
- C. Increased accountability and a better understanding of resource use.
- D. Process efficiencies and faster time to market for new solutions.

Answer: BC

NEW QUESTION 206

When you seek customer support for an action, which framework can be used to plan influential communication?

- A. stakeholder analysis matrix
- B. seven elements
- C. principled negotiation
- D. business model canvas

Answer: B

NEW QUESTION 207

How does a performance measurement help the customer business?

- A. Provides feedback on progress towards settled goals.
- B. Compliance of certain industries regulations.
- C. Help companies monitor its past state.
- D. To reward and to discipline employees.

Answer: A

NEW QUESTION 210

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Answer: BD

NEW QUESTION 214

Which benefit of the Information Technology Infrastructure Library is true?

- A. predictable and consistent process
- B. increased transparency of accountability, and informed delegation of authority
- C. obtain ISO 9001 compliance
- D. value creation through monitoring, measuring, evaluation, and feedback

Answer: A

NEW QUESTION 215

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

Answer: AD

NEW QUESTION 216

What impact on business can cloud technologies provide?

- A. Reducing travel expenses and enhancing productivity
- B. Reducing application's response time to streamline transactions and getting better customer and employee satisfaction
- C. Reducing project risk
- D. Improving green brand awareness

Answer: C

NEW QUESTION 220

You are an account manager and your account asks you to help them identify the capabilities they need to develop to enable them to deliver services faster. Who do you engage to work with the customer?

- A. Cisco product business unit
- B. technical solutions architect
- C. systems engineer
- D. business architect

Answer: D

NEW QUESTION 224

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

Answer: A

NEW QUESTION 227

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

Answer: B

NEW QUESTION 228

Which three options are perspectives of the customer needs? (Choose three.)

- A. Functional Area Management
- B. Finding Investors
- C. Technical Professionals
- D. Executive Management
- E. Strategic Executives
- F. Operative Professionals

Answer: ACD

NEW QUESTION 233

Which option must you know when you plan to negotiate or reach agreement?

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

Answer: A

NEW QUESTION 237

Which option is the outcome when comparing the current state of technology with the capabilities of emerging technologies?

- A. Identify gaps for upgrading Cisco products.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify new cloud-based technologies.
- D. Identify the new stakeholders.

Answer: C

NEW QUESTION 239

Which three areas are covered by the Business Model Canvas in order to understand the customer's business context? (Choose three.)

- A. Customer Relationships
- B. Development Plan
- C. Value Proposition
- D. Revenue Streams
- E. Key Policies
- F. Analysis

Answer: ACD

NEW QUESTION 241

Which two classes of solutions enable business outcomes for the Energy/Utilities industry? (Choose two.)

- A. Advanced Routing
- B. Data Center and Virtualization
- C. Multilayer Switching
- D. Internet of Everything
- E. Remote Expert
- F. Service Provider Network Infrastructure

Answer: BD

NEW QUESTION 245

Which is a critical first step when thinking about how to communicate technical content to a senior business manager?

- A. Identify a person on her staff who can explain details.
- B. Listen to the customer to understand her KPIs.
- C. Plan out your message to explain potential options.
- D. Draft a high level message using language pulled from the top IT vendors.

Answer: B

NEW QUESTION 250

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

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

Answer: CE

NEW QUESTION 255

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

NEW QUESTION 259

In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

- A. Revenue from this model could increase in a 25%.
- B. Revenue from this model is immediate.
- C. Revenue from this model is realized over a longer period of time.
- D. Revenue from this model is three times bigger than in the traditional product selling.

Answer: C

NEW QUESTION 260

Which two options are part of the five steps approach needed to conduct a stakeholder analysis? (Choose two.)

- A. Define ways to move stakeholders from their current to future position.
- B. Identify customer stakeholders.
- C. Define absolute power and interest of stakeholders.
- D. Generate consensus among stakeholders.

Answer: AB

NEW QUESTION 261

Which option is the outcome when you compare the current state of technology with the capabilities of emerging technologies?

- A. Create a plan to migrate using cloud technologies.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify gaps for upgrading Cisco products.
- D. Identify the new stakeholders.

Answer: B

NEW QUESTION 263

Which are two purposes of the Cisco enablement resources and Cisco Playbooks when articulating the business value to customers? (Choose two.)

- A. To help the sales force develop new marketing strategies.
- B. To provide additional information on Cisco solutions and services.
- C. To enhance the technology experience and influence the customer.
- D. To improve the proposal and provide the bill of materials to the customer.
- E. To help the sales force with the selling process.

Answer: BC

NEW QUESTION 265

Why is it necessary to discuss the different types of licensing models with the customer?

- A. To ensure that the model being considered is the best fit for the required number of users.
- B. To determine what model allows for greater discounts.
- C. To consider the ability of the organization for adapting to the new consumption model
- D. To determine what models will provide the greatest financial benefits and business outcomes

Answer: D

NEW QUESTION 267

Which building block of business model canvas addresses the customer's willingness to pay?

- A. revenue streams
- B. cost structure
- C. customer segments
- D. customer channels

Answer: B

NEW QUESTION 271

Which option is the benefit of directly mapping business outcomes to specific business needs?

- A. Increase certainty about business objectives alignment.
- B. Manage and migrate risks.
- C. Best performance and cost reduction.
- D. Maximum relevance, clarity and impact.

Answer: A

NEW QUESTION 272

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

NEW QUESTION 274

You are proposing a solution to a group and a member of the audience is being critical of your proposal. Which tactic is recommended for engaging with this audience type?

- A. Acknowledge their concerns and move on.
- B. Build a bond with the audience member.
- C. Marginalize their concerns to the rest of the group.

D. Defend your proposal with evidence.

Answer: D

NEW QUESTION 276

Which option is one of the ways customers expect to gain access to a capability while paying for it?

- A. improve operations
- B. encourage consumption
- C. acquire technology
- D. access new cloud services

Answer: B

NEW QUESTION 279

Which target audience category typically provides the resources for an effort?

- A. secondary audience
- B. key decision makers
- C. watchdogs
- D. project sponsors
- E. gatekeepers

Answer: D

NEW QUESTION 280

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