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QUESTION & ANSWER

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Exam : **820-424**

Title : Applying Cisco Specialized Business Value Analysis Skills

Version : DEMO

1.Which three options are potential customer benefits of an outcome-based sales approach? (Choose three.)

A. Alignment of technology to business needs

B. Better quality security policy

C. Increased ability to mitigate risk

D. Enhanced end user support services

E. Improved financial control over technology spending

F. Focus on solutions

Answer: A, C, E

2.Which option is a trend, driving the adoption of an outcome-based sales approach?

A. Customers have more purely technical problems than they have had previously

B. Customers want to focus less on business needs and more on business outcomes

C. Customers are more empowered and skeptical, changing the way they assess and purchase technology

D. The increase in major technology innovations has led to a more siloed approach to technology purchasing

Answer: C

3.Which option describes Step 2 of Cisco's outcome-based sales approach?

A. Get a lead, find a customer who may be interested

B. Assemble your sales team and determine your objectives

C. Gather what you know about the customer

D. Meet with your customer to uncover, validate and help them prioritize their business care-abouts

Answer: C

4.Which two options describe the customer in an outcome-driven sales engagement? (Choose two.)

A. Knows issue and desired outcome

B. Aware of opportunities and problems that need to be solved

C. Knows the value and benefits for change

D. Is sensitive to price

Answer: B, C

5.Which option is an operational benefit resulting from defined outcomes?

A. Greater control over business decision making

B. Higher IT asset utilization

C. Improved business intelligence

D. Faster time to market for new products

Answer: B