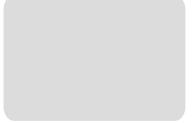
PASSEXAM 問題集

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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