Vendor: Cisco

Exam Code:820-424

Exam Name: Selling Business Outcomes Specialists

Version: Demo

QUESTION 1

Which two options are reasons for a customer to select an X-as-a-service consumption model over anon-premise cloud implementation? (Choose two.)

A. increased self reliance on internal capabilities

B. increased flexibility and agility

C. reduced operational expenditure requirements

D. reduced capital expei?iture requirements

Correct Answer: CD

QUESTION 2

Why would an investment analyst report be a good source of company information?

A. It will likely give you an inside track on internal management relationships

B. You will find company-endorsed estimates of product level sales growth

C. It can complement company-published data and give you insight for discovery

D. This will report the customer\\'s actual IT expenditures for hardware, software, services

Correct Answer: C

QUESTION 3

What should a business case executive summary contain?

A. Contractual terms of a maintenance agreement

B. Rationale for choosing a model of network hardware

C. Overall intent behind solutions and a statement of benefits and costs

D. Name of customer manager recommended to be accountable for delivering business case results

Correct Answer: C

QUESTION 4

Which of the following two options are key points for strengthening a business case? (Choose two.)

A. Why Cisco solutions have been selected over alternative solutions from other vendors

B. The solution design and implementation plan

C. How much money is needed at what points in time?

D. The key technical value points the solution provides and the links to the financial investment in the business case

E. Which stakeholders have been interviewed and what are their views?

Correct Answer: CD

QUESTION 5

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

Correct Answer: ACE

QUESTION 6

Which two options describe the qualities of a transactional leadership style? (Choose two.)

A. Democratic in nature

B. Leader provides rewards and incentives

C. Involves high level of communication

D. Motivate through encouragement

Correct Answer: AB

QUESTION 7

Which option has the highest level of measurable business value?

A. Vertical solutions

B. Horizontal solutions

C. Customer specific solutions

D. Integrated services and intellectual capital

Correct Answer: C

QUESTION 8

At which stage of the project should key performance indicators be set?

A. After the pilot has been successfully conducted

B. Post implementation

C. After the critical success factors have been agreed

D. After the design has been finalized

Correct Answer: A

QUESTION 9

Which option is a requirements gathering technique used to gain an understanding of views hold by a large group of simian stakeholders?

A. One to one interview

B. Focus group

C. Telephone interview

D. Online research

Correct Answer: B

QUESTION 10

Which of the following statements is true?

A. You should avoid discussion of 3rd party products or services, when exploring possible solutions with the customer.

B. TOGAF ADM is a standard framework to assess IT quality and productivity.

C. Value chain analysis is the preferred method to assess customer sensitivity to price increases.

D. Both Cisco and partner capabilities should be considered as viable candidates for inclusion in a solution design.

Correct Answer: D

QUESTION 11

What is the reason for identifying business case dependencies?

A. They are most likely to help you propose and defend solutions with larger customer investments

B. Customer business executives expect Cisco to minimize the actions their teams are required to execute

C. To improve alignment between the customer IT organization and business units

D. To communicate decisions or actions which must be satisfied in order for the business case to be fulfilled

Correct Answer: D

QUESTION 12

Which tool should you use to identify the benefits from possible solutions?

A. Root cause analysis

B. Stakeholder map

C. Cause and effect benefit model

D. Business Motivation Model

Correct Answer: C

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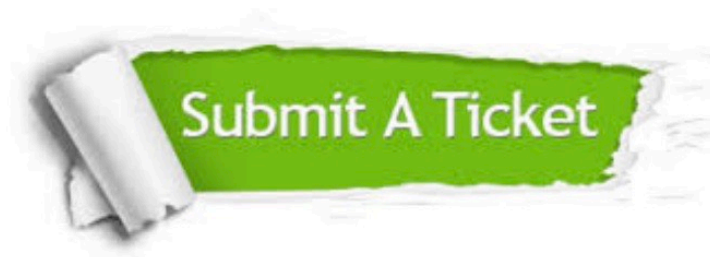
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