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QUESTION 141 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

QUESTION 142 Which option is a difference in the set of questions 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 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 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 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 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

QUESTION 143 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

QUESTION 144 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

QUESTION 145 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.

QUESTION 146 Which three audience types represent important stakeholders? (Choose three.) A. suppliers B. employees C. executives D. influencers E. gate keeper F. decision makers Answer: DEF

QUESTION 147 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

QUESTION 148 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

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

QUESTION 150 Which three options are additional costs arising from a subscription model and should be factored into the total cost of ownership of IT as a Service? A. auditing and control B. cost of hardware and software C. software asset and managed D. cost of accounting and tracking E. quality assurance management F. chargeback and showback Answer: ACD

QUESTION 151 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

QUESTION 152 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

QUESTION 153 Which solution enables business outcomes in the healthcare industry? A. Multilayer Switching B. Medianet C. Collaboration D. Advanced Routing Answer: B

QUESTION 154 Which three options are common business needs across industry verticals? (Choose three.) A. Connected Reactive Maintenance B. Connected Mobile Workforce C. Connected Platforms D.

CMX Digital ExperienceE. Secure OpsF. Connected Enterprise Resources Answer: ABE QUESTION 155Which three options are perspectives of the customer needs? (Choose three.) A. Functional Area ManagementB. Finding InvestorsC. Technical ProfessionalsD. Executive ManagementE. Strategic ExecutivesF. Operative Professionals Answer: ACD QUESTION 156Which two options are indirect benefits of a business outcome? (Choose two.) A. Lower maintenance contract costB. Improved customer satisfactionC. Lower purchase price of IT assetsD. Faster time to market for new solutions Answer: BD QUESTION 157Which option is one of the ways customers expect to gain access to a capability while paying for it? A. improve operationsB. encourage consumptionC. acquire technologyD. access new cloud services Answer: B QUESTION 158Which three options are factors or components that must be considered when dealing with a business value proposition? (Choose three.) A. Technological DevelopmentB. Key Performance IndicatorsC. Firm InfrastructureD. Capital ExpendituresE. Human Resource ManagementF. Operating Expenses Answer: BDF QUESTION 159Which option is a structured process to understand business landscape and context? A. business model canvasB. business outcomes canvasC. business model outcomesD. business canvas approach Answer: A QUESTION 160Drag and Drop QuestionDrag and drop the steps of The Seven Elements framework on the left to the right in sequential order. Answer: Lead2pass regular updates of Cisco 810-403 dumps, with accurate answers, keeps the members one step ahead in the real 810-403 exam. The experts with more than 10 years experience in Certification Field work with us. More 810-403 new questions (with image) on Google Drive: <https://drive.google.com/open?id=0B3Syig5i8gpDZnQyZnJ2N0lVZDQ> 2017 Cisco 810-403 exam dumps (All 231 Q&As) from Lead2pass: <https://www.lead2pass.com/810-403.html> [100% Exam Pass Guaranteed]