

QUESTIONS & ANSWERS

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Cisco Business Architecture Analyst - DTBAA

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Question: 255 Section 1

What is a key differentiator of the Cisco Data Analytics market solution?

- A. It manages a higher volume of data than the competition.
- B. It sets new standards for data capture and storage.
- C. It includes a new Cisco category of cloud applications.
- D. It offers an end-to-end industry platform.

Answer: D

Question: 256 Section 1

When making good use of best practices or scenarios during the selling process, what is the most effective way to present these?

- A. Use cases relevant to the customer
- B. Business cases used previously
- C. Customer briefing documents
- D. Customer benefits statements

Answer: A

Question: 257 Section 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

Question: 258 Section 1

Stakeholder audiences cover a range of customers, sales professionals, and others. Which three key position groups make up important stakeholders? (Choose three.)

- A. Executives
- B. Influencers
- C. Employees
- D. Decision makers
- E. Suppliers

Answer: ACE

Question: 259 Section 1

How does understanding the customer's business model holistically address the customer's business challenge?

- A. Segmented solutions designed for their specific outcomes makes it easier for them to be more relevant to their company's business challenges.
- B. Customers define how they want to measure success, and we work with them to turn this into metrics and a plan to achieve results.
- C. As your conversations become more focused on their business challenges and value, customers will see you as a problem solver and not just a sales person.
- D. With the comprehensive solution addressing their whole infrastructure, it is easier for customers to see value and progress, see gaps and what is next, and manage their IT investments.

Answer: C

Question: 260 Section 1

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

Question: 261 Section 1

Which two options are the types of costs the sales professionals should consider with the customer, in helping to position technical support and cloud based services? (Choose two.)

- A. Operational costs
- B. Real costs
- C. Hidden costs
- D. Recurring costs
- E. Perceived costs

Answer: BE

Question: 262 Section 1

Which two options are features of Cisco Sales Connect? (Choose two.)

- A. Ability to create personalized "briefcases" of content that you can save once, and access from any device.
- B. Single place to find business proposals and instructor led training related to Cisco Partners.
- C. Access to kits of bundled content including IOS images and more.
- D. Trusted, up-to-date, and relevant content displayed using comprehensive, powerful search capabilities.

Answer: AD

Question: 263 Section 1

Which option is a recommended activity that is important for outcome selling?

- A. Use a checklist to cover all renewal needs.
- B. Have strategic value-based discussions with management.
- C. Ask questions until you have filled out the required tool checklist.
- D. Identify which services are associated with a Cisco product.

Answer: B

Question: 264 Section 1

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

Question: 265 Section 1

When uncovering information about the customer, which method can provide a higher volume of data points efficiently?

- A. workshop
- B. focus group
- C. survey
- D. interview

Answer: C

Question: 266 Section 1

Which two statements partially describe the difference between product-based and outcome-based sales? (Choose two)

- A. In product-based sales the customer knows the issue and is likely to fix it, in outcome-based sales the customer understands the business goal and what success looks like.
- B. In product-based sales the customer expects to make product comparisons, in outcome-based sales the customer decides whether to make an investment based on comparing current and future state.
- C. In product-based sales the customer may or may not be aware of the opportunity or problem, in outcome-based sales the customer will answer questions to clarify pain points.
- D. In product-based sales the customer wants to hear about multiple solutions, in outcome-based sales the customer does not know value or benefit from a change.

Answer: AB

Question: 267 Section 1

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

Question: 268 Section 1

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

Question: 269 Section 1

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

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