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QUESTION 1 Which LoB focuses primary on growth, profit, people, and cash assets? A. Sales B. Finance C. Senior Leadership D. Customer Services Answer: C

QUESTION 2 Which three options are factors you have to take into account when identifying solutions and services in the context of the customer's industry vertical to meet their outcomes? (Choose three.) A. Technology consumption across verticals differs. B. Business outcomes are the same for most of the industry verticals. C. The regulatory requirements impede Cisco from participating in government bids. D. The value proposition has to be aligned to the nature of the business. E. Sales approach and sales cycle differs across industry verticals. Answer: ADE

QUESTION 3 Which two options are principles of the Cisco business outcomes sale? (Choose two.) A. Define outcomes which are time-bound. B. Initiate the conversation stating the competitive advantages of the Cisco solutions. C. Always provide as much technical detail as you can. D. Evolve to an outcome approach; as customers require, use product and solution selling. Answer: AD

QUESTION 4 What is true regarding the drivers for product, solution and outcome-based sales? A. In product sales, the driver is about the product; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is the customer pain points. B. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is about the product. C. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the product, and in outcome-based sales, the driver is about the value of the outcomes. D. In product sales, the driver is about the product; in solution sales, the driver is the customer pain points, and in outcome-based sales, the driver is about the value of the outcomes. Answer: D

QUESTION 5 In which phase of the Cisco Integrated Sales Process must the ROI be presented? A. Prospect B. Qualification C. Proposal D. Agreement E. Closing Answer: C

QUESTION 6 Which task is part of the Qualification phase of the Cisco Integrated Sales Process? A. Define customer business issue. B. Preliminary solution aligned to business issue. C. Customer budget enquiry. D. Customer approves solution design. Answer: B

QUESTION 7 Which option are the stages and order proposed by the Cisco Integrated Sales Process? A. Qualify > Prospect > Propose > Close B. Prospect > Qualify > Propose > Close C. Prospect > Qualify > Propose > Agree > Close D. Qualify > Propose > Agree > Close Answer: C

QUESTION 8 When assessing the solutions and services opportunities to increase the pipeline growth, which three options must be covered by the solution? (Choose three.) A. What must be delivered. B. What capabilities need to be supported. C. Rollout strategy. D. Cisco team solution knowledge. E. Partner's team technical knowledge. Answer: ABC

QUESTION 9 Which three options are technical value solution assessment factors that need to be considered and could increase pipeline growth? (Choose three.) A. Solution profitability. B. Maintenance policies. C. Conformity to technical standards. D. Solution NPV. E. Need for increased coverage. Answer: ABC

QUESTION 10 Which three options are real costs of maintaining outdated technology? (Choose three.) A. Time to market. B. Increased risk. C. Capital expenditures. D. Upgrade costs. E. Total cost of ownership. Answer: CDE

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