



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Why is it important to identify customer expectations of a solution provider?

- A. This insight is useful for planning a sales approach
- B. To identify which decision makers have the largest budget
- C. This helps to identify how a Cisco solution meets the company's IT standards
- D. This information usually describes the IT and C-suite relationship

Correct Answer: A

QUESTION 2

What activity must be performed before you can build a refined Business Model Canvas?

- A. Conduct interviews with strategic questioning
- B. Identify which to-be process option is lowest cost
- C. Conduct a design workshop with customer IT personnel
- D. Process details about marketing and sales handoffs

Correct Answer: A

QUESTION 3

Which would be considered a 3rd party source of information about a company?

- A. Research note on the company, published by an industry analyst
- B. CFO presentation to industry group
- C. Previous Cisco Account Manager
- D. Company brochure with product specs

Correct Answer: A

QUESTION 4

When reviewing public financial information published by the company, what data will you find?

- A. Year-to-year changes in revenue by Geography
- B. Number of customer service reps



C. Company analysis on acquisition alternatives

D. List of their customers

Correct Answer: A

QUESTION 5

If you identify a stakeholder as having high interest and high power within a target company, where in the power grid should you place the stakeholder?

A. In the Key Players position

B. In the Minimal Effort position

C. In the Keep Satisfied position

D. In the Keep Informed position

Correct Answer: A

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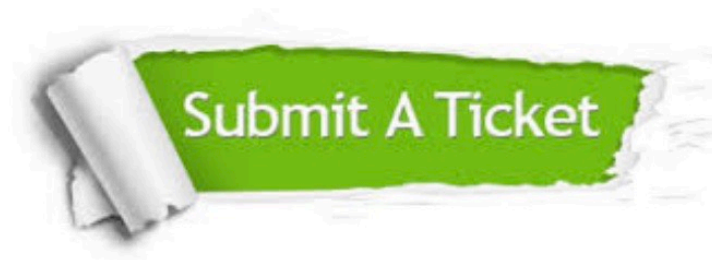
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