



# 810-420<sup>Q&As</sup>

Understanding Cisco Business Value Analysis Fundamentals

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### QUESTION 1

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends
- D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

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### QUESTION 2

Which two steps of the Customer Conversation Framework bridge the gap between the business and technology parts of the conversation? (Choose two.)

- A. Smart Solutions
- B. Architecture Functionality
- C. Management and Support
- D. End User Adoption cost
- E. Migration roadmap and backup plan

Correct Answer: AB

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### QUESTION 3

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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### QUESTION 4

When establishing a current view of your customer, which two are internal sources of information? (Choose two.)



- A. Existing relationships
- B. Proposals submitted to the customer last year
- C. Customer's website
- D. Partner ecosystem SMEs

Correct Answer: AB

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#### QUESTION 5

Which would be considered an internal SME?

- A. System Engineer assigned to the account
- B. Cisco Services industry consultant
- C. Cisco Channel Partner Program Manager
- D. Sales compensation analyst for the region

Correct Answer: A

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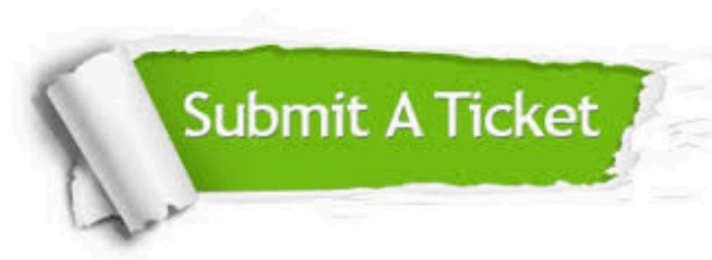
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