

810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which of the following enables you to get a high level view of your customer\\'s business?

- A. Stakeholder Analysis Worksheet
- B. Customer Conversation Framework
- C. Strategic Question Asking Framework
- D. Business Model Canvas

Correct Answer: D

QUESTION 2

When should you establish credibility with customers?

- A. Early in the relationship, and continually
- B. When you need a customer to make a decision
- C. After you find out the customer\\'s decision criteria for a purchase
- D. When a current Cisco product is causing customer sat problems

Correct Answer: A

QUESTION 3

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer\\'s top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Correct Answer: A

QUESTION 4

Which represents a dependency?

- A. Network bandwidth must be improved to achieve acceptable video performance
- B. Cisco can increase margin by using lower-cost resource



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- C. A pilot must be complete in order to create an estimate of full-rollout funding needs
- D. Design work on network performance and security policies can occur at the same time

Correct Answer: A

QUESTION 5

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

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