810-420 Q&As

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

What is the definition of "Cost Structure" in the Business Model Canvas?

A. Cost of performing all business activities

B. Cost of performing IT activities

C. Cost of performing HR activities

D. Cost of performing purchasing activities

Correct Answer: A

QUESTION 2

Which tool should you use to establish personal credibility?

A. A business value statement

B. An ecosystem

C. A Business Model Canvas

D. A Strategic Question Asking Framework

Correct Answer: A

QUESTION 3

A Business Motivation Model helps to describe which aspect?

A. Company aspirations and tactics to achieve them

B. Revenue goals by company sales territory

C. Criteria for the IT Director to be promoted

D. Decision criteria for the company to issue a sole-source contact

Correct Answer: A

QUESTION 4

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 5

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

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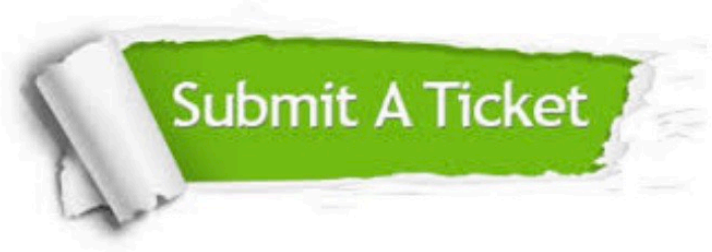

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