



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

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 3

Which two options are elements in your business case? (Choose two.)

- A. Smart Solution recommendations
- B. Business impact: financial and non-financial
- C. Implementation roadmap
- D. Technical specifications
- E. Rejected solutions

Correct Answer: AB

QUESTION 4

Which two statements are true? (Choose two.)

- A. Customers expect a proposal to include solution elements from Cisco and/or partners



- B. Channel partners may propose a solution that has products from Cisco and other vendors
- C. Cisco should be the prime contractor where possible
- D. Cisco and its partners should propose the latest features, to keep the customer ahead of needs

Correct Answer: AB

QUESTION 5

Which tool enables you to gain a high level view of your customer's business?

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

Correct Answer: A

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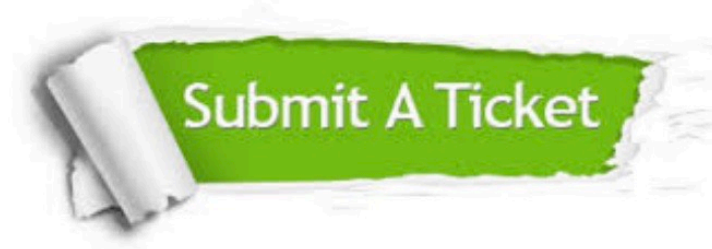
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