



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

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 2

Which should you choose to document the findings of CxO interviews?

- A. Business Capability Model
- B. Business Consulting Value Statement
- C. Stakeholder Analysis Worksheet
- D. Customer Conversation Framework

Correct Answer: C

QUESTION 3

Which of the following option stands for a customer opportunity?

- A. A competitor to Cisco is exiting the market
- B. The IT department has more budget to spend on network capacity
- C. Regulations around the customer's products are being eased, opening up new markets
- D. Customer sat is pointing to a problem with warranty support

Correct Answer: C

QUESTION 4

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

QUESTION 5

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 contract

Correct Answer: A

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