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QUESTION 1

Which is true of a Business Motivation Model?

- A. It includes detailed financial goals for the customer
- B. It compares the priorities across levels of the customer organization
- C. It describes influences that are behind customer priorities and operating activities
- D. It requires that you understand the customer's bonus plan for executives

Correct Answer: C

QUESTION 2

Which of the following can best help you establish credibility with a customer executive?

- A. Ask informational questions about industry trends
- B. Talk a lot about your product's new features
- C. Describe the benefits of Cisco's approach to customer support
- D. Demonstrate awareness and interest in learning more about the company's priorities and published financials

Correct Answer: D

QUESTION 3

When using the Business Model Canvas, which two options would justify dividing customers into multiple customer segments? (Choose two.)

- A. They purchase online or in-store
- B. They are reached through different distribution channels
- C. They use CAPEX or OPEX models for financing their purchases
- D. They are willing to pay for different aspects of the offer
- E. They require different levels of customer service

Correct Answer: BD

QUESTION 4

Which two options are qualities of the guardian stakeholder decision making style? (Choose two.)



- A. Formal process
- B. Fact-based
- C. Cautious
- D. Middle-of-the-road

Correct Answer: BC

QUESTION 5

When using the Business Model Canvas, which two options are motivations for creating key partnerships? (Choose two.)

- A. Diversification into niche markets
- B. Optimization and economy of scale
- C. Versatility and innovation
- D. Reduction of risk and uncertainty

Correct Answer: BD

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