



# 810-420<sup>Q&As</sup>

Understanding Cisco Business Value Analysis Fundamentals

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#### QUESTION 1

Why should the solution be presented in business terms?

- A. This is the most powerful way to associate technology with customer strategic goals
- B. Cisco and its partners need to show industry best practice, in order to win new deals
- C. Solution value should be related to needs of developed and emerging market customers
- D. Relating solution benefits in business terms helps the CIO gain more in staffing to maintain current systems

Correct Answer: A

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#### 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

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#### QUESTION 3

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

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#### 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

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#### 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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