



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 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 3

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 4

Which is a factor used to identify relevant senior executives for a project?

- A. Influence on investment decisions
- B. Job title



- C. Role in the procurement process
- D. How long they have been at the company

Correct Answer: A

QUESTION 5

Which two steps of the Customer Conversation Framework bridge the gap between the business and technology parts of the conversation? (Choose two.)

- A. Smart Solutions
- B. Architecture Functionality
- C. Management and Support
- D. End User Adoption cost
- E. Migration roadmap and backup plan

Correct Answer: AB

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