



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

Understanding Cisco Business Value Analysis Fundamentals

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#### QUESTION 1

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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#### QUESTION 2

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

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#### QUESTION 3

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 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

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#### QUESTION 5

Which represents a customer opportunity?

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

Correct Answer: A

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