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QUESTION 1

When establishing a current view of your customer, which is an appropriate internal source of information?

- A. Service level agreements your firm helped to create, between the customer IT group and business units
- B. Financial analyst forecasts of the company's revenue for the next 3 years
- C. Article on the customer's new product line, published on an industry web site
- D. Websites of partners in the customer's ecosystem

Correct Answer: A

QUESTION 2

Which option is a benefit of evolutionary prototyping?

- A. can be built with minimal functionality
- B. can be done without analysis
- C. can be built without requirements
- D. can be discarded after testing

Correct Answer: C

QUESTION 3

Which is the preferred aid to help you structure discovery meetings with customers?

- A. IT cost analysis
- B. Business case for the last two proposals
- C. Strategic question Asking Framework
- D. An article with a checklist showing advantages of your product vs. competitors

Correct Answer: C

QUESTION 4

Which option is a potential customer benefit of an outcome-based sales approach?

- A. improved security policy
- B. enhanced end-user support services



- C. alignment of technology to business needs
- D. focus on solutions

Correct Answer: A

QUESTION 5

What is an example of a financial benefit?

- A. A result that is more important to Senior Executives than mid-level managers.
- B. Estimates of value for which the customer finance executive has given you written evidence of agreement.
- C. The highest priority impacts available to customers from implementing an IT solution.
- D. Estimates of monetary value which the customer could realize after paying for the solution costs.

Correct Answer: D

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