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QUESTION 1

Which individual is recommended as the author for a business case introduction?

- A. The customer finance executive
- B. A project team individual with insight into the overall solution, financials and customer's current situation
- C. The System Engineer most familiar with the customer's infrastructure and technical environment
- D. The Account Manager, with support from the customer's IT organization

Correct Answer: B

QUESTION 2

Which option describes the recommended approach to identifying new opportunities and capabilities to support the customer?

- A. Proactively ask business and technical decision makers about their challenges and opportunities
- B. Wait for the customer to approach you regarding their further technology requirements
- C. Present the features, advantages and benefits of additional technology solutions with your customer
- D. Ask the technical and business decision makers to organize a sales meeting with your sales team

Correct Answer: A

QUESTION 3

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 4

What should you do in identifying solutions that fulfill the capability needs of the customer?

- A. First, look at the features available and then identify whether these exist in an available solution.



- B. First, identify the relevant Cisco architectures and potential solutions. Next, move on to features.
- C. Include only those offerings which the customer has requested information on in the past.
- D. Place the most attention on new ideas or needs which have recently come up in project brainstorming sessions.

Correct Answer: B

QUESTION 5

Which option describes a dependency?

- A. the reliance of one component on the functionality of another component
- B. a financial term for determining revenue generation requirements
- C. a reliance upon both quantitative and qualitative benefits of a solution component
- D. a way of grouping and classifying similar solution building blocks

Correct Answer: A

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