



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

Understanding Cisco Business Value Analysis Fundamentals

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### QUESTION 1

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 2

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 3

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 4

Which is true about 'target state capabilities'?

- A. They represent things the customer needs to do, as part of a new business design
- B. They indicate a maintenance window for upgrading hardware



- C. They can be used to design a communications plan
- D. They indicate the company's current unique advantages vs. competitors

Correct Answer: A

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#### QUESTION 5

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends
- D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

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