



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

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

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#### QUESTION 2

Which tool should you use to document the findings of your CxO interviews?

- A. Stakeholder Analysis Worksheet
- B. Business Consulting Value Statement
- C. Customer Conversation Framework
- D. Business Capability Model

Correct Answer: A

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#### QUESTION 3

If you identify a stakeholder as having high interest and high power within a target company, where in the power grid should you place the stakeholder?

- A. In the Key Players position
- B. In the Minimal Effort position
- C. In the Keep Satisfied position
- D. In the Keep Informed position

Correct Answer: A

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#### QUESTION 4

A Business Motivation Model helps to describe which aspect?

- A. Company aspirations and tactics to achieve them



- B. Revenue goals by company sales territory
- C. Criteria for the IT Director to be promoted
- D. Decision criteria for the company to issue a sole-source contact

Correct Answer: A

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#### QUESTION 5

When reviewing public financial information published by the company, what data will you find?

- A. Year-to-year changes in revenue by Geography
- B. Number of customer service reps
- C. Company analysis on acquisition alternatives
- D. List of their customers

Correct Answer: A

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