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QUESTION 1

Which of the following can best help you establish credibility with a customer executive?

- A. Ask informational questions about industry trends
- B. Talk a lot about your product's new features
- C. Describe the benefits of Cisco's approach to customer support
- D. Demonstrate awareness and interest in learning more about the company's priorities and published financials

Correct Answer: D

QUESTION 2

Which factors should be combined to determine the overall risk priority?

- A. impact and time
- B. impact and readiness
- C. frequency and size
- D. likelihood and impact

Correct Answer: D

QUESTION 3

Assuming the customer is a retail store chain, which describes a business benefit from using technology?

- A. A new video system with a strong track record for quality is implemented.
- B. Store managers better understand their compensation plan, since wording is simpler.
- C. Higher revenue per customer is possible, based on personalized tips being sent to shopper smartphones.
- D. IT staff completes a performance management software tool upgrade on time.

Correct Answer: C

QUESTION 4

Which piece of data should give you insight into a top executive stakeholder's business priorities?

- A. The number of people in their organization
- B. List of programs for which the executive sits on a steering committee



- C. Background on the executive's personal interests
- D. Names of system integrators on the company's pre-authorized vendor list

Correct Answer: B

QUESTION 5

Which is an appropriate way to gain data useful for analyzing stakeholder support and power?

- A. Focus group with a team of customer executives
- B. Benchmark study
- C. Analyze win rates for the past 10 proposals you made to the company
- D. Business Motivation Model

Correct Answer: A

QUESTION 6

Why would an investment analyst report be a good source of company information?

- A. It will likely give you an inside track on internal management relationships
- B. You will find company-endorsed estimates of product level sales growth
- C. It can complement company-published data and give you insight for discovery
- D. This will report the customer's actual IT expenditures for hardware, software, services

Correct Answer: C

QUESTION 7

Which of the following should be set by the business decision makers to help determine what outcomes are required by a project?

- A. Key performance indicators
- B. Critical success factors
- C. Metrics
- D. Milestones and responsibilities

Correct Answer: B



QUESTION 8

How can a customer-centric business model design help uncover new business opportunities?

- A. It can uncover inefficient processes which the organization may be able to make more efficient through the use of technology.
- B. It allows the organization to focus more on its sales and marketing strategy.
- C. It assists with understanding how technology relates to the products and services that the organization provides.
- D. It can uncover new or additional customer needs for which the organization may be able to innovate new products and services.

Correct Answer: D

QUESTION 9

Which two are elements of a business case? (Choose two.)

- A. Assumptions
- B. Estimated Benefits
- C. Roll out schedule
- D. Product feature list

Correct Answer: AB

QUESTION 10

Which option describes the components that are known as the "4 PS," which help sales teams understand what the customer needs?

- A. people, process, path, and proof
- B. problem, people, path, and proof
- C. problem, pattern, path, and proof
- D. problem, people, path, and pattern

Correct Answer: D

QUESTION 11

Which two options may inhibit organizational change and adoption? (Choose two.)

- A. A culture that embraces change



- B. Tangible and well defined benefits
- C. Benefits are hard to understand
- D. Business requirements are complex

Correct Answer: CD

QUESTION 12

Which option is a technology innovation benefit resulting from defined outcomes?

- A. Lower IT support costs (TCO)
- B. Higher IT asset utilization
- C. Faster time to market for new products
- D. Faster ROI for IT

Correct Answer: D

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