



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

Which two steps of the Customer Conversation Framework bridge the gap between the business and technology parts of the conversation? (Choose two.)

- A. Smart Solutions
- B. Architecture Functionality
- C. Management and Support
- D. End User Adoption cost
- E. Migration roadmap and backup plan

Correct Answer: AB

QUESTION 2

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer's top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Correct Answer: A

QUESTION 3

When doing a project for a private company, which would be appropriate to ask a Partner SME?

- A. What is the market share of customer?
- B. How would you describe the customer's culture?
- C. What is the company's last year net income?
- D. What features will the company release in the main product next version?

Correct Answer: B

QUESTION 4

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

QUESTION 5

Which represents a customer opportunity?

- A. Regulations around the customer's products are being eased, opening up new markets
- B. Customer sat is pointing to a problem with warranty support
- C. A competitor to Cisco is exiting the market
- D. The IT department has more budget to spend on network capacity

Correct Answer: A

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