



Understanding Cisco Business Value Analysis Fundamentals

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#### **QUESTION 1**

Which would be considered a 3rd party source of information about a company?

- A. Research note on the company, published by an industry analyst
- B. CFO presentation to industry group
- C. Previous Cisco Account Manager
- D. Company brochure with product specs

Correct Answer: A

#### **QUESTION 2**

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 3**

Which is a factor used to identify relevant senior executives for a project?

- A. Influence on investment decisions
- B. Job title
- C. Role in the procurement process
- D. How long they have been at the company

Correct Answer: A

#### **QUESTION 4**

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer\\'s needs
- B. As input for a report on the skill level of IT staff



- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

### **QUESTION 5**

Which tool should you use to establish personal credibility?

- A. A business value statement
- B. An ecosystem
- C. A Business Model Canvas
- D. A Strategic Question Asking Framework
- Correct Answer: A

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