

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

Understanding Cisco Business Value Analysis Fundamentals

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#### **QUESTION 1**

Which of the following enables you to get a high level view of your customer\\'s business?

- A. Stakeholder Analysis Worksheet
- B. Customer Conversation Framework
- C. Strategic Question Asking Framework
- D. Business Model Canvas

Correct Answer: D

#### **QUESTION 2**

Which is a difference between pain points and opportunities?

- A. Pain points cause problems, while opportunities reflect unmet potential
- B. Pain points can be addressed better through technology solutions
- C. Opportunities involve new revenue for the customer. Pain points relate to lowering expenses
- D. Opportunities contain unknown risks, while pain points can be addressed without contingencies

Correct Answer: A

#### **QUESTION 3**

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 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



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- C. Criteria for the IT Director to be promoted
- D. Decision criteria for the company to issue a sole-source contact

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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