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Exam : **810-420**

Title : Understanding Cisco Business Value Analysis Fundamentals

Version : DEMO

1.When establishing a current view of your customer, which two are internal sources of information? (Choose two.)
A.Existing relationships
B.Proposals submitted to the customer last year
C.Customer's website
D.Partner ecosystem SMEs
Answer: A,B

2.Which would be considered an internal SME?
A.System Engineer assigned to the account
B.Cisco Services industry consultant
C.Cisco Channel Partner Program Manager
D.Sales compensation analyst for the region
Answer: A

3.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
Answer: A

4. 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
Answer: A

5.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
Answer: A