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Exam : **820-421**

Title : Applying Cisco Specialized Business Value Analysis

Version : DEMO

1.When establishing a current view of your customer, which is an appropriate internal source of information?
A.Financial analyst forecasts of the company's revenue for the next 3 years
B.Working documents created by new hires prior to their joining your organization
C.Websites of partners in the customer's ecosystem
D.Service level agreements your firm helped to create, between the customer IT group and business units
Answer:D

2.Which customer-provided sources would give you insight into a public company's recent financial condition?
A.A news article about a private company rumored to be an acquisition candidate for the customer
B.Quarterly filings with the country financial securities government authority
C.General market trends in an industry in which the customer participates
D.An 18-month old brochure that describes the company's history
Answer:B

3.Why would an investment analyst report be a good source of company information?
A.It may 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
Answer:C

4.Which tool or document should you use to help identify high level gaps in knowledge about your customer's overall strategy and operating model?
A.Business Model Canvas
B.An account coverage plan for your team's territory
C.Communications plan rollout of a new application
D.A win/loss review from a proposal delivered to the customer 12 months ago
Answer:A

5.Which option will establish credibility with a customer executive?
A.Ask informational questions about industry trends
B.Talk a lot about your products new features
C.Describe the benefits of Cisco's approach to customer support
D.Demonstrate awareness and interest in the company's priorities and published financials
Answer:D

6.Which is a benefit from establishing credibility with multiple customer stakeholders?
A.You increase the odds of gaining an advocate for the largest cost alternative you can offer the customer
B.This shows your #1 priority is to build friends and allies
C.You build a basis for gaining insight into a range of customer viewpoints or priorities
D.You gain influence with the IT Executive, since they alone can help you displace a competitor
Answer:C

7.Which statement best describes inside policy based NAT?
A.Policy NAT rules are those that determine which addresses need to be translated per the enterprise security policy
B.Policy NAT consists of policy rules based on outside sources attempting to communicate with inside endpoints.
C.These rules use source addresses as the decision for translation policies.
D.These rules are sensitive to all communicating endpoints.
Answer: A

8.Which is an appropriate way to gain data useful for analyzing stakeholder support and power?
A.Benchmark study
B.Analyze win rates for the past 10 proposals you made to the company
C.Focus group with a team of customer executives
D.Business Motivation Model
Answer:C

9.Which is the preferred aid to help you structure discovery meetings with customers?
A.IT cost analysis
B.Business case for the last two proposals
C.An article with a checklist showing advantages of your product vs.competitors
D.Strategic Question Asking Framework
Answer:D

10.When discovering requirements, which behavior is appropriate?
A.End meetings earlier than planned to show a sense of urgency
B.Avoid taking notes, since you can always return for a follow up
C.Answer customer questions with details and numbers, to convince them you know what they need
D.Actively listen to the customer's comments and effectively take notes
Answer:D