



**Vendor:** Cisco

**Exam Code:** 820-421

**Exam Name:** Applying Cisco Specialized Business Value Analysis

**Version:** DEMO

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

#### **QUESTION 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**

#### **QUESTION 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**

#### **QUESTION 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**

#### **QUESTION 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**

**QUESTION 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

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