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Exam : **820-421**

Title : Applying Cisco Specialized
Business Value Analysis

Vendor : Cisco

Version : DEMO

NO.1 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

NO.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

NO.3 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

NO.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

NO.5 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

NO.6 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

NO.7 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

NO.8 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