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## Q&A

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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**