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820-421

Applying Cisco Specialized Business Value
Analysis

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Topic 1, Prepare for Requirements Gathering

QUESTION NO: 1

When establishing a current view of your customer, which is an appropriate internal source of information?

- A. Service level agreements your firm helped to create, between the customer IT group and business units
- B. Financial analyst forecasts of the company's revenue for the next 3 years
- C. Article on the customer's new product line, published on an industry web site
- D. Websites of partners in the customer's ecosystem

Answer: A

Explanation:

QUESTION NO: 2

Which customer-provided sources would give you insight into a public company's recent financial condition?

- A. Quarterly filings with the country financial securities government authority
- B. A news article about a private company rumored to be an acquisition candidate for the customer
- C. Supporting information from an RFP the company issued 12 months ago
- D. A brochure that describes the company's history in innovation

Answer: A

Explanation:

QUESTION NO: 3

Why would an investment analyst report be a good source of company information?

- A. It will likely 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

Explanation:

QUESTION NO: 4

Which two insights would a private company executive expect you to know about their industry?

(Choose two.)

- A. Market shares of the top two public and top three private company competitors
- B. General timing that new major industry regulations go into effect
- C. Revenue growth rate of the company's two largest divisions, by geography
- D. Names of at least two major industry players known for their innovative use of technology

Answer: B,D

Explanation:

QUESTION NO: 5

Which tool or document can help you identify areas of 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. A win/loss review from a proposal delivered to the customer 12 months ago
- D. Customer's communications plan for the rollout of a new application

Answer: A

Explanation:

Topic 2, Capture Requirements

QUESTION NO: 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

Explanation:

QUESTION NO: 7

Which is an appropriate way to gain data useful for analyzing stakeholder support and power?

- A. Focus group with a team of customer executives
- B. Benchmark study

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- C. Analyze win rates for the past 10 proposals you made to the company
 - D. Business Motivation Model

Answer: A

Explanation:

QUESTION NO: 8

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. Strategic QUESTION NO: Asking Framework
- D. An article with a checklist showing advantages of your product vs. competitors

Answer: C

Explanation:

QUESTION NO: 9

Which approach is recommended for gaining deeper insight into pain points raised by a senior customer business leader?

- A. Inform the customer of some statistics about their competitors, to get a reaction
- B. Ask open ended QUESTION NO:s about goals and impacts from challenges
- C. Lead an exercise to define revenue the customer could gain from using remote experts on sales calls
- D. Speak with peers of the customer leader, to find out whether this person has a reputation for making problems sound bigger than they really are

Answer: B

Explanation:

QUESTION NO: 10

Which of the following can best help you establish credibility with a customer executive?

- A. Ask informational QUESTION NO:s about industry trends
- B. Talk a lot about your product's new features
- C. Describe the benefits of Cisco's approach to customer support
- D. Demonstrate awareness and interest in learning more about the company's priorities and published financials

Answer: D