



Cisco

820-424 Exam

Cisco Applying Cisco Specialized Business Value Analysis Skills Exam

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Version: 8.0

Question: 1

Which three options are potential customer benefits of an outcome-based sales approach? (Choose three.)

- A. Alignment of technology to business needs
- B. Better quality security policy
- C. Increased ability to mitigate risk
- D. Enhanced end user support services
- E. Improved financial control over technology spending
- F. Focus on solutions

Answer: A, C, E

Question: 2

Which option is a trend, driving the adoption of an outcome-based sales approach?

- A. Customers have more purely technical problems than they have had previously
- B. Customers want to focus less on business needs and more on business outcomes
- C. Customers are more empowered and skeptical, changing the way they assess and purchase technology
- D. The increase in major technology innovations has led to a more siloed approach to technology purchasing

Answer: C

Question: 3

Which option describes Step 2 of Cisco's outcome-based sales approach?

- A. Get a lead, find a customer who may be interested
- B. Assemble your sales team and determine your objectives
- C. Gather what you know about the customer
- D. Meet with your customer to uncover, validate and help them prioritize their business care-about

Answer: C

Question: 4

Which two options describe the customer in an outcome-driven sales engagement? (Choose two.)

- A. Knows issue and desired outcome
- B. Aware of opportunities and problems that need to be solved
- C. Knows the value and benefits for change
- D. Is sensitive to price

Answer: B, C

Question: 5

Which option is an operational benefit resulting from defined outcomes?

- A. Greater control over business decision making
- B. Higher IT asset utilization
- C. Improved business intelligence
- D. Faster time to market for new products

Answer: B

Question: 6

Which option is a technology innovation benefit resulting from defined outcomes?

- A. Lower IT support costs (TCO)
- B. Higher IT asset utilization
- C. Faster time to market for new products
- D. Faster ROI for IT

Answer: D

Question: 7

Which option describes the 4 Ps that help sales teams understand what the customer needs?

- A. Problem, Pattern, Path and Proof
- B. Problem, People, Path and Proof
- C. Problem, People, Path and Pattern
- D. People, Process, Path and Proof

Answer: A

Question: 8

Which option is the recommended approach to gain access to additional key stakeholders within the customer organization?

- A. Approach the stakeholder through their gatekeeper
- B. Approach the stakeholder direct
- C. External referral from a C level executive
- D. Internal referral from an existing contact

Answer: D

Question: 9

Which two options are examples of external sources of information about a customer organization? (Choose two.)

- A. An annual report and accounts on the customer's web site
- B. An interview of the customer's CFO published on cfo.com
- C. An internal briefing from your company's customer account manager
- D. A Gartner Magic Quadrant for the customer's industry
- E. A corporate organization chart provided by the customer's HR department

Answer: B, D

Question: 10

Which two options are qualities of the guardian stakeholder decision making style? (Choose two.)

- A. Formal process
- B. Fact-based
- C. Cautious
- D. Middle-of-the-road

Answer: B, C

Question: 11

Which two options describe the qualities of a transactional leadership style? (Choose two.)

- A. Democratic in nature
- B. Leader provides rewards and incentives
- C. Involves high level of communication
- D. Motivate through encouragement

Answer: A, B

Question: 12

What is the purpose of the Stakeholder Power/Influence Grid?

- A. It acts as a CRM tool for managing stakeholders
- B. It assists with understanding the viewpoints of each stakeholder
- C. It assists with understanding the views of each stakeholder
- D. It assists with determining what actions to take with each stakeholder

Answer: D

Question: 13

Which two options describe why is it important to develop a trust relationship with stakeholders? (Choose two).

- A. In order for them to share relevant information with you
- B. In order to make the sales process easier
- C. In order to make them like you
- D. In order for them to listen to your proposals
- E. In order to maximize the revenue you can get from the relationship

Answer: A, D

Question: 14

What is a viewpoint?

- A. A perspective from which a view is taken
- B. The beliefs and opinions of one or more stakeholders
- C. A definition of a job role and how it is impacted by a technology implementation
- D. The representation of a related set of concerns

Answer: A

Question: 15

Which two options are benefits of running a workshop? (Choose two.)

- A. To understand the opinions of specific stakeholders
- B. To establish consensus amongst a group of stakeholders
- C. To disseminate information
- D. To brainstorm ideas
- E. To present findings and gain acceptance to move forwards

Answer: B, D

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