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QUESTION & ANSWER

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**Exam : 810-420**

**Title :** Understanding Cisco  
Business Value Analysis  
Fundamentals

**Version : DEMO**

1. When establishing a current view of your customer, which two are internal sources of information?  
(Choose two.)

- A. Existing relationships
- B. Proposals submitted to the customer last year
- C. Customer's website
- D. Partner ecosystem SMEs

**Answer:** A,B

2. Which would be considered an internal SME?

- A. System Engineer assigned to the account
- B. Cisco Services industry consultant
- C. Cisco Channel Partner Program Manager
- D. Sales compensation analyst for the region

**Answer:** A

3. When reviewing public financial information published by the company, what data will you find?

- A. Year-to-year changes in revenue by Geography
- B. Number of customer service reps
- C. Company analysis on acquisition alternatives
- D. List of their customers

**Answer:** A

4. Which would be considered a 3rd party source of information about a company?

- A. Research note on the company, published by an industry analyst
- B. CFO presentation to industry group
- C. Previous Cisco Account Manager
- D. Company brochure with product specs

**Answer:** A

5. Why is it important to identify customer expectations of a solution provider?

- A. This insight is useful for planning a sales approach
- B. To identify which decision makers have the largest budget
- C. This helps to identify how a Cisco solution meets the company's IT standards
- D. This information usually describes the IT and C-suite relationship

**Answer:** A