

# Version: 9.0

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## Question: 1

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Which three reasons make an organization conduct Business Transformation? (Choose three.)

- A. Slow processes
- B. Poor market-share
- C. Reduced profit
- D. Consumerization
- E. Lack of discipline

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**Answer: A, B, C**

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## Question: 2

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Which three benefits are derived from Business Transformation? (Choose three.)

- A. become more competitive
- B. establish new customer relationships
- C. generate value
- D. become more creative
- E. accelerate the Go To Market

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**Answer: A, B, C**

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## Question: 3

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Which two options are true regarding a customer goal? (Choose two.)

- A. A goal is s a desirable business state.
- B. A goal is a future expected outcome or state.
- C. A goal is a milestone to reach.
- D. A goal is a decision or choice.
- E. A goal is a priority that makes a difference.

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**Answer: A, B**

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## Question: 4

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Why is it important for a Business Value Specialist to identify customer goals?

- A. To define SMART objectives.
- B. To establish an action plan.
- C. To define times and responsibilities.

D. To analyze risks and a mitigation plan.

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**Answer: A**

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**Question: 5**

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What makes it possible to measure advance progress during Business Transformation?

- A. KPI's
- B. TCO
- C. ROI
- D. ROCE
- E. WACC

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**Answer: A**

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**Question: 6**

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Which two options are direct financial benefits of the business outcomes sales-based approach? (Choose two.)

- A. Reduced CAPEX and OPEX.
- B. Reduced CAPEX and increased OPEX.
- C. Increased NPV.
- D. Improved customer satisfaction.
- E. Enabled innovation and productivity

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**Answer: A, C**

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**Question: 7**

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Which two options demonstrate how business outcomes should be outlined? (Choose two.)

- A. Increase sales in 10% during the next fiscal year.
- B. Shorten delivery times from 20 to 12 days for the next project.
- C. Become the number one provider in the market.
- D. Reduce the electronic waste of materials.
- E. Reduce operating costs.

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**Answer: A, B**

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**Question: 8**

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How does IT contribute to facilitate the creation of a business strategy?

- A. By developing applications that represent a broad competitive advantage.
- B. With solutions that have unique functionality, focused in every area of the business.
- C. contracting services that help reduce costs and optimize the budget.
- D. using robust technology solutions throughout the organization.

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**Answer: D**

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**Question: 9**

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What relationship helps achieve a bigger impact to obtain business value?

- A. CEO/CFO
- B. CEO /CIO
- C. CIO/CFO
- D. CIO/CMO

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**Answer: C**

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**Question: 10**

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What tool can be used to determine the LoBs that add value to the customer's business?

- A. Porter's House of Value.
- B. Stakeholder Power Grid.
- C. PEST analysis.
- D. Business Capability Model.

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**Answer: A**

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**Question: 11**

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Which LoB focuses primary on growth, profit, people, and cash assets?

- A. Sales
- B. Finance
- C. Senior Leadership
- D. Customer Services

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**Answer: C**

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**Question: 12**

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Which three options are factors you have to take into account when identifying solutions and services in the context of the customer's industry vertical to meet their outcomes? (Choose three.)

- A. Technology consumption across verticals differs.
- B. Business outcomes are the same for most of the industry verticals.
- C. The regulatory requirements impede Cisco from participating in government bids.
- D. The value proposition has to be aligned to the nature of the business.
- E. Sales approach and sales cycle differs across industry verticals.

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**Answer: A, D, E**

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**Question: 13**

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Which two options are principles of the Cisco business outcomes sale? (Choose two.)

- A. Define outcomes which are time-bound.
- B. Initiate the conversation stating the competitive advantages of the Cisco solutions.
- C. Always provide as much technical detail as you can.
- D. Evolve to an outcome approach; as customers require, use product and solution selling.

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**Answer: A, D**

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**Question: 14**

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What is true regarding the drivers for product, solution and outcome-based sales?

- A. In product sales, the driver is about the product; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is the customer pain points.
- B. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is about the product.
- C. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the product, and in outcome-based sales, the driver is about the value of the outcomes.
- D. In product sales, the driver is about the product; in solution sales, the driver is the customer pain points, and in outcome-based sales, the driver is about the value of the outcomes.

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**Answer: D**

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**Question: 15**

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In which phase of the Cisco Integrated Sales Process must the ROI be presented?

- A. Prospect
- B. Qualification
- C. Proposal
- D. Agreement
- E. Closing

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**Answer: C**

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