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QUESTION 11 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

QUESTION 12 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

QUESTION 13 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

QUESTION 14 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

QUESTION 15 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

QUESTION 16 Why is it important to agree baseline performance targets with the customer? A. In order to demonstrate your credentials as a trusted adviser. B. To enable ongoing measurements to take place. C. To provide targets by which project performance can be measured. D. To demonstrate adherence to best practice. Answer: C

QUESTION 17 Which option has the highest level of measurable business value? A. Vertical solutions. B. Horizontal solutions. C. Customer specific solutions. D. Integrated services and intellectual capital. Answer: C

QUESTION 18 How does a business outcomes-led approach help to ensure the relevance of Cisco and Partner solutions and services? A. By focusing on features rather than on business relevance, advantages or benefits. B. By focusing on business relevance rather than on features, advantages or benefits. C. By focusing on advantages rather than on features, business relevance or benefits. D. By focusing on benefits rather than on features, advantages or business relevance. Answer: B

QUESTION 19 Which option describes the recommended process for creating a risk mitigation plan? A. Categorize, analyze and prioritize. B. Perceive, act, measure. C. Document, prioritize, review. D. Analyze, document, act. Answer: A

QUESTION 20 Which three options are categories for risk? (Choose three.) A. Strategic. B. Conditional. C. Regulatory. D. Physical. E. Financial. Answer: ACE

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