700-651^{Q&As}

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Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which Cisco product is a premised-based, cloud-managed telephone platform that targets the SMB market for partner recurring revenue?

A. Cisco Hybrid Media Services

B. Cisco Hybrid Business Edition 6000

C. Cisco Spark Flex Plan

D. Cisco Business Edition 4000

Correct Answer: D

QUESTION 2

Which purpose of the Quick Pricing tool is true?

A. It obtains general design best practices.

B. It provides pricing guidance on the optimal solution.

C. It build the BOM for you.

D. It provides detailed design options for Cisco Collaboration.

Correct Answer: C

QUESTION 3

Which option must you consider when closing a sale?

A. customer budget

B. customer lifecycle

C. recurring revenue

D. transactional revenue

Correct Answer: B

QUESTION 4

Which Cisco UCL plans support all Cisco user devices?

A. Basic and Enhanced

B. Enhanced and Enhanced Plus

C. Essential and Enhanced Plus

D. Essential and Basic

Correct Answer: B

QUESTION 5

Which type of licensing has Cisco historically used for its products?

A. single-use licenses

B. enterprise-based licenses

C. device-based licenses

D. user-based licenses

Correct Answer: C

QUESTION 6

How can dramatic growth of unstructured work be addressed?

A. flexible working environment and shared spaces

B. increasing the number of cubicles

C. decreasing collaboration

D. expand facilities

Correct Answer: A

QUESTION 7

Which two options are differentiators of the Cisco Collaboration Architecture? (Choose two.)

A. Collaboration tools are set up all at once

B. Ability of Cisco to integrate with many other collaboration solutions

C. Integration of Cisco Presence into the solution

D. Business-to-business extensibility

E. Prestige of the solution

Correct Answer: BD

QUESTION 8

Why is Cisco the easy choice for customers?

A. Cisco always has the lowest prices.

B. Cisco provides solutions that already have all options preselected for the customer.

C. Cisco provides complete communication solutions.

D. Cisco is the only company that provides 24 hour support.

Correct Answer: C

QUESTION 9

Which option do you need to apply a customer budget to products?

A. knowledge of who the decision makers are

B. clear understanding of the end goal

C. if the customer has any flexibility in their budget to buy additional products as needed

D. what licenses apply to each product

Correct Answer: B

QUESTION 10

Which action must be taken first when deciding what to sell to a customer?

A. Consider the size of the organization.

B. Determine their licensing needs.

C. Discuss the benefits of modernizing equipment.

D. Assess what the customer currently has in place.

Correct Answer: D

QUESTION 11

Which option does BYOx refer to?

A. bring your own application

B. bring your own XML

C. bring your own device

D. bring your own experience

Correct Answer: A

QUESTION 12

Which option does collaboration in context refer to?

A. design documents used to sell the solution

B. how customers purchase collaboration solutions

C. how the customer uses collaboration to address their needs

D. physical collaboration components

Correct Answer: C

QUESTION 13

Which percent of IT spending is controlled by IT?

A. 50%

B. 40%

C. 60%

D. 80%

Correct Answer: C

QUESTION 14

Which company can supply and support a full next-generation meeting deployment?

A. Cisco

B. Polycom

C. Microsoft

D. Zoom

Correct Answer: A

QUESTION 15

Which expense is typically the highest for almost all companies?

A. travel

B. facilities

C. human resources

D. entertainment

Correct Answer: C

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