



# 700-651<sup>Q&As</sup>

Cisco Collaboration Architecture Sales Essentials

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### QUESTION 1

Which Customer Lifecycle touch point demonstrates commitment to the business objectives of a customer by suggesting complimentary solutions?

- A. Maximize Customer Investment Value
- B. Evaluate Expansion Opportunities
- C. Identify Coverage Gaps
- D. Capitalize on Renewals

Correct Answer: B

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### QUESTION 2

Which option does a Cisco Experience-Centric solution enable?

- A. building incremental value from current offerings
- B. adding value to investments already made
- C. integrating with infrastructures, devices, and services
- D. consistent experience across devices and applications

Correct Answer: D

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### QUESTION 3

Which two of the following are concerns that an operations manager may have in making a decision on Cisco Collaboration? (Choose two.)

- A. Fast adoption of organizational changes
- B. How to engage with external suppliers quickly
- C. Reliability of the company infrastructure
- D. Go-to-market time of new products or services
- E. Changing customer demands

Correct Answer: AC

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### QUESTION 4

Which option lists steps to every sale?



- A. qualification and rapport
- B. rapport and awareness
- C. introduction and qualification
- D. awareness and education

Correct Answer: A

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#### QUESTION 5

Which way to handle objections is the best?

- A. Refuse to listen to objections.
- B. Communicate value and benefits.
- C. Agree with objections to get the customer to trust you.
- D. Provide documentation on why their objections are invalid.

Correct Answer: B

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