700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

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 2

Which option lists Cisco differentiators?

A. experience, premise architecture, static configurations

B. experience, cloud API, and hybrid architecture

C. cloud API, web presence, and hardware

D. premise architecture, cloud API, and static configurations

Correct Answer: B

QUESTION 3

Which ability do today\\'s collaboration solutions offer to organizations?

A. to compartmentalize participants into unique meeting experiences

B. to separate video, audio, and web participants into multiple meeting experiences

C. to integrate video, audio, and web participants into single, unified meeting experience

D. to migrate audio participants to video participants in a specific meeting experience

Correct Answer: C

QUESTION 4

How is recurring revenue procured?

A. through a time-building model

B. through a one-time transaction

C. through a subscription-based model

D. through massive marketing campaigns

Correct Answer: C

QUESTION 5

Which sales step identifies products that you think benefit the customer needs the most?

A. education

B. qualification

C. introduction

D. rapport

Correct Answer: A