Vendor: Cisco

Exam Code:700-651

Exam Name: Cisco Collaboration Architecture Sales Essentials

Version: Demo

QUESTION 1

Which feature of SWSS eliminates the need to repurchase software licenses?

A. software updates

B. expert support

C. license portability

D. license updates

Correct Answer: C

QUESTION 2

Which components of the on-premises collaboration solution offer IP firewall traversal for B2B and B2C calling?

A. Cisco Expressway Core and Expressway Edge

B. Cisco TelePresence Conductor

C. Cisco TelePresence Server

D. Cisco Unity Connection server

Correct Answer: A

QUESTION 3

Which SWSS offer allows customers to choose the right level of service for on-premises, cloud, and hybrid environments?

A. Enhanced SWSS

B. Unified Communications SWSS

C. Lifecycle SWSS

D. Cisco Spark and WebEx SWSS

Correct Answer: D

QUESTION 4

Which description of the purpose of activity-based working spaces is true?

A. faster frequent interaction and collaboration among individuals and teams

B. for more formal and important discussions and decision making

C. bringing access to information and collaboration tools closer to the point of work

D. adoption of personal video and telepresence units

Correct Answer: A

QUESTION 5

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

QUESTION 6

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 7

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

QUESTION 8

Why does the millennial generation have a different perspective and expectation on how work is approached?

A. They can relate better to people that other generations.

B. They grew up with the Internet and technology.

C. They have always worked in team environments.

D. They know more about the global economy.

Correct Answer: B

QUESTION 9

Which option lists the Cisco Collaboration pillars?

A. on-premises, hosted, and cloud

B. cloud, hybrid, and virtual

C. on-premises, interoperable, and hybrid

D. on-premises, cloud, and hybrid

Correct Answer: D

QUESTION 10

Which purpose of the Customer Lifecycle is true?

A. understanding why single-transaction customers are preferred

B. understanding what a customer needs between onboarding and renewing, and creating a customer for life

C. understanding when you should no longer be selling products to a customer and start focusing on new customers

D. understanding how to entice the customer to contact you when they want to purchase additional products

Correct Answer: B

QUESTION 11

Which percent of IT spending is controlled by IT?

A. 50%

B. 40%

C. 60%

D. 80%

Correct Answer: C

QUESTION 12

Which action can increase the bottom line and add value to the customer?

A. Offer 24 hour TAC support free of charge.

B. Offer a Cisco Software Services contract.

C. Offer unlimited warranties on all equipment.

D. Offer a discount for referrals.

Correct Answer: B