Vendor: Cisco

Exam Code: 700-651

Exam Name: Cisco Collaboration Architecture Sales
Essentials

Version: DEMO

QUESTION 1
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

Answer: D

QUESTION 2
Which expense is typically the highest for almost all companies?

A. travel
B. facilities
C. human resources
D. entertainment

Answer: C

QUESTION 3
Which sales resource is the best to use when approaching existing customers?

A. Refresh Collab Website
B. Promotions Center
C. Cisco Install Base Portal
D. Virtual Machine Placement tool

Answer: A

QUESTION 4
Which sales play focuses on B2B and B2C communication?

A. HR
B. facilities
C. entertainment
D. travel

Answer: D

QUESTION 5
Which capability can Pexip provide?

A. conferencing
B. video endpoints
C. voice endpoints
D. call center functions

Answer: A

QUESTION 6
Which step is the first in a converged architecture strategy and assessment?

A. Conduct network assessment based on KPIs.
B. Identify architecture gaps.
C. Apply benchmark metrics.
D. Perform business and technical analysis of infrastructure

Answer: D
Explanation:
In order to establish a baseline, Cisco experts begin by conducting a network assessment. During this process, and based on Cisco architecture leading practices and key performance indicators (KPIs), a snapshot-in-time measurement is produced. Further, by applying objective benchmarking metrics to these KPIs, Cisco engineers perform a business and technical analysis of your unique infrastructure, including end-user service requirements and application performance.
https://www.cisco.com/c/dam/global/en_in/services/downloads/cisco-converged-architecture-strategy-and-assessment-service-aag.pdf

QUESTION 7
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.

Answer: B
Explanation:
https://blogs.cisco.com/partner/building-your-customer-success-team-much-much-more-than-just-good-customer-support

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