



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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