



**Cisco**

## **Exam Questions 700-150**

Introduction to Cisco Sales

#### NEW QUESTION 1

What does Cisco call the intelligent, closed-loop, and self-optimizing system built on Cisco DNA?

- A. The Assured Network
- B. The Automated Network
- C. The Encryption Initiative
- D. The Network Intuitive

**Answer:** B

#### NEW QUESTION 2

Cisco is positioning itself to recognize greater value and superior differentiation and deliver better business outcomes for its customers. Which of the following statements is not true?

- A. They aim to price models in a more user-centric approach
- B. They aim to provide filexible approaches to service offerings
- C. They aim to provide more solution-based offerings
- D. They aim to adopt personalized offerings to their customers

**Answer:** D

#### NEW QUESTION 3

Cisco IT increases security effectiveness with Cisco Advanced Malware Protection (AMP). Which of the following lists the 3 approaches for the AMP endpoints security solution?

- A. Prevent, detect, respond
- B. Prevent, react, respond
- C. Protect, detect, respond
- D. Predict, prevent, respond

**Answer:** A

#### NEW QUESTION 4

Cisco was the first company to provide which product commercially?

- A. Remote access devices
- B. Fibre-optic networking
- C. Multiprotocol routers
- D. Wireless networking

**Answer:** C

#### NEW QUESTION 5

The Cisco DX Series is ideal for everyone who collaborates. Which is a feature of this product?

- A. Intuitive touchscreen
- B. Accessible from any browsers
- C. Dual screen options
- D. Real-time private and group chat

**Answer:** A

#### NEW QUESTION 6

What is Cisco's approach to business outcome sales?

- A. It focuses on developing a business-focused view of the customer enterprise and places their needs and business outcomes from a customer-centric perspective.
- B. It focuses on increasing revenue and reducing costs from a customer-centric perspective.
- C. It focuses on enabling their sales team with the necessary tools and products to increase their market share.
- D. It focuses on differentiating themselves as a market leader in security solutions from a profits centric perspective.

**Answer:** B

#### NEW QUESTION 7

As a Cisco partner, you will get the support to differentiate your business and grow based on the unique value you offer. Which group shows the type of discounts available?

- A. Value Incentive Program, Teaming Incentive Program, Opportunity Incentive Program
- B. Migration Incentive Program, Opportunity Incentive Program, Teaming Incentive Program
- C. Partner Plus Program, Migration Incentive Program and Teaming Incentive Program
- D. Migration Incentive Program, Partner Plus Program and Teaming Incentive Program

**Answer:** B

#### NEW QUESTION 8

How does Cisco's web security appliance protect the organization?

- A. file reputation during an attack
- B. daily scanning of web traffic for anomalies
- C. parallel AV scanning
- D. automated monitoring and analysis across the network

**Answer:** D

#### NEW QUESTION 9

Cisco has phones and desktop endpoints. Which of the following is an example?

- A. Cisco Webex Board
- B. Cisco IP Phone
- C. Cisco Jabber
- D. Cisco Telepresence 1X5000 series

**Answer:** B

#### NEW QUESTION 10

Cisco collaboration edge architecture helps improve the end user experience while offering security, ease of deployment and open-standards interoperability. Which of the following is not a gateway product?

- A. Cisco Expressway series
- B. Cisco Unified Border Element
- C. Cisco Unified Communication Manager
- D. Cisco TDM Gateways

**Answer:** B

#### NEW QUESTION 10

The Cisco Cloudlock protects your cloud users, data and apps. Which of the following is not under the coverage of Cloudlock?

- A. Facebook
- B. Salesforce.com
- C. Box
- D. Slack

**Answer:** A

#### NEW QUESTION 12

Cisco TrustSec technology uses software-defined segmentation to simplify the provisioning of network access, accelerate security operations, and consistently enforce policy anywhere in the network. Which of the following is not a feature and benefit?

- A. Apply policies across the network
- B. Increased risks
- C. Lower operational expenses
- D. Streamline compliance

**Answer:** B

#### Explanation:

<https://www.cisco.com/c/en/us/solutions/collateral/enterprise-networks/trustsec/solutionoverview-c22-737173.html>

#### NEW QUESTION 15

Cisco fog delivers business outcomes. Which is not one of the outcomes mentioned in the slides?

- A. Improve operational effectiveness
- B. Gain new revenue streams
- C. Increase product quantity
- D. Increase customer satisfaction and trust

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/en/us/solutions/internet-of-things/iot-data-analytics.html>

#### NEW QUESTION 17

How is creating and capturing business value achieved by Cisco?

- A. determining the business priorities, business capabilities, and business solutions that enable the customer-defined outcomes
- B. strategizing with the sales team on how to empower their sales personnel in attaining business goals
- C. delving into the main issues faced by customers and getting feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

**Answer:** A

**NEW QUESTION 20**

Which term describes the capability to correlate security information and apply intelligence in order to understand context?

- A. sophistication
- B. breadth
- C. integration
- D. depth

**Answer:** A

**NEW QUESTION 22**

Which hybrid and public cloud solution services help customers design, plan, accelerate, and de-risk multi-cloud migration?

- A. Cloud Consume
- B. Cloud Protect
- C. Cloud Advisory
- D. Cloud Connect

**Answer:** A

**NEW QUESTION 24**

Which of the following are features of the Cisco Firepower NGFW?

- A. threat focused
- B. fully integrated
- C. unified management
- D. cloud based

**Answer:** A

**NEW QUESTION 25**

What is Cisco's approach to business outcome sales?

- A. Cisco's approach focuses on increasing revenue and reducing costs from a customer centric perspective
- B. Cisco's approach focuses on developing a business-focused view of the customer enterprise looking at needs and business outcomes from a customer centric perspective
- C. Cisco's approach focuses on differentiating itself as a market leader in security solutions from a profits centric perspective
- D. Cisco's approach focuses on enabling its sales team with the necessary tools and products to increase its market share

**Answer:** B

**NEW QUESTION 26**

What is one benefit of the Cisco SD-WAN solution?

- A. continuous monitoring of the entire network environment in order to detect abnormal wireless activity
- B. establishing transport-independent WAN for lower cost and higher diversity
- C. supporting agile software development and deployment processes through a single point of management
- D. providing guest networks for customers, system integrators, and vendors
- E. a service solution that offer business messaging, calling, and persistent meeting spaces
- F. a filexible and scalable platform for videoconferencing rooms :
- G. a mobile endpoint solution designed to connect learns at any time, in any place
- H. an all-in-one desktop collaboration device with an intuitive touchscreen

**Answer:** A

**NEW QUESTION 28**

What are the four BOST Enterprise Architecture Framework views?

- A. Busines
- B. Operations, Security, and Tactics
- C. Busines
- D. Operations, Security, and Technology
- E. Business, Operations, Systems, and Technology
- F. Business, Operations, Sales, and Talent

**Answer:** A

**NEW QUESTION 30**

What types of collaboration endpoints are offered by Cisco?

- A. phone, mobile, and virtual
- B. phone, desktop, room, and mobile
- C. desktop, room, and virtual

D. phone, desktop, room, mobile, and virtual Which group represents the Cisco partnership levels?  
E. Bronze, Silver, Gold, Select, Multinational  
F. Select, Premier, Gold, Multinational, Global Gold  
G. Affiliate, Associate, Preferred, Select, Global  
H. Bronze, Silver, Gold, Platinum, Global

**Answer:** D

#### NEW QUESTION 33

Which solution offers complete collaboration for midsize businesses up to 1000 employees'?

A. Cisco BE7k  
B. Cisco BE6k  
C. Cisco UC1k  
D. Cisco Jabber

**Answer:** D

#### NEW QUESTION 37

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