

700-651 Dumps

Cisco Collaboration Architecture Sales Essentials

<https://www.certleader.com/700-651-dumps.html>



NEW QUESTION 1

Which purpose of the Quick Pricing tool is true?

- A. It obtains general design best practices.
- B. It provides pricing guidance on the optimal solution.
- C. It builds the BOM for you.
- D. It provides detailed design options for Cisco Collaboration.

Answer: C

NEW QUESTION 2

Which capabilities can be provided by Polycom?

- A. video endpoint
- B. voice endpoint
- C. call center functions
- D. video endpoint
- E. voice endpoint
- F. conferencing
- G. conferencing, call center functions, instant messaging
- H. call control, voice endpoint
- I. contact center

Answer: B

NEW QUESTION 3

Which Cisco Spark Flex Plan is an enterprise-wide subscription for meetings, messaging, and calling?

- A. Employee Count
- B. Cloud Flex
- C. Active User
- D. Shared Meetings

Answer: B

NEW QUESTION 4

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

Answer: A

NEW QUESTION 5

Which option do all aspects of the Unified Communications and Collaboration system rely on?

- A. licensing that is purchased
- B. administrator security rights
- C. proper design and deployment of the system architecture
- D. proper delegation of tasks during the sales cycle and deployment

Answer: C

Explanation: All aspects of the Unified Communications and Collaboration System, including call routing, call control, applications and services, and operations and serviceability, rely heavily on proper design and deployment of the system architecture.

https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cucm/srnd/collab09/clb09/ovarchit.pdf

NEW QUESTION 6

Which Cisco UCM version provides access to Spark Hybrid functionality?

- A. 10.5 or higher
- B. 11.0
- C. 9.1 or higher
- D. 10.5

Answer: A

Explanation: <https://www.cisco.com/c/en/us/solutions/collateral/unified-communications/spark-hybrid-services/datasheet-c78>

NEW QUESTION 7

Which options are the Cisco user-based license models?

- A. Cisco UWL and Cisco UCL
- B. Cisco WUL and Cisco CUL
- C. Cisco Flex Plans
- D. Cisco User Integration and Adoption Plans

Answer: A

NEW QUESTION 8

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

Answer: B

Explanation: <https://impact.cisco.com/2016/02/5-key-touchpoints-in-the-customer-lifecycle-creating-customers-for-life/>

Demonstrate commitment to a customer's business objectives by suggesting complementary solutions designed to improve network performance. By tracking and managing the lifecycle of these products, your business stands to gain an ongoing annuity stream that adds up over time.

NEW QUESTION 9

Which option is the average cost to hire an employee in the United States?

- A. 5 thousand dollars
- B. 10 thousand dollars
- C. 25 thousand dollars
- D. 20 thousand dollars

Answer: C

NEW QUESTION 10

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

Answer: C

NEW QUESTION 10

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

- A. education
- B. qualification
- C. introduction
- D. rapport

Answer: A

NEW QUESTION 14

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

Answer: A

NEW QUESTION 18

Why is Cisco the easy choice for customers?

- A. Cisco always has the lowest prices
- B. Cisco provides solutions that already have all options preselected for the customer.
- C. Cisco provides complete communication solutions.
- D. Cisco is the only company that provides 24 hour support.

Answer: C

NEW QUESTION 20

How long do new workforce employees stay with a company on average?

- A. 5 to 10 years
- B. 9 to 15 years
- C. 3 years or less
- D. 3 to 5 years

Answer: B

NEW QUESTION 21

Which factors help determine the collaboration fit?

- A. complexity and interactivity
- B. audience size and distribution
- C. complexity and duration
- D. complexity and audience size

Answer: D

NEW QUESTION 26

For on-premises deployments, which option does Cisco recommend for a consistent one meeting experience and full interoperability'?

- A. Cisco Telepresence Server
- B. Cisco Meeting Server
- C. Cisco Expressway
- D. Cisco Conductor

Answer: B

Explanation: Cisco Meeting Server provides a consistent one-meeting experience for every meeting attendee, as well as open interoperability, all based on a highly scalable software architecture supporting business-quality meetings from mobile through immersive via audio, video, and web. The software has two major elements: the server software and an extension of the server in the form of an app/client that Knowledge Workers use to access and control their meetings. Cisco Meeting Server supports standards-based video endpoints, including the Cisco portfolio of telepresence endpoints as well as third-party solutions such as Skype for Business. It includes Personal Multiparty (PMP) and Shared Multiparty (SMP) licenses, Multibrand license, and Recording port licenses
<https://www.cisco.com/c/en/us/products/collateral/unified-communications/spark-flex-plan/datasheet-c78-74039>

NEW QUESTION 30

Which option lists the messaging and meeting packages of Cisco Spark?

- A. S1,S2, and S3
- B. M1, M2, andM3
- C. Flex1, Flex2, and Flex3
- D. C1, C2, and C3

Answer: B

NEW QUESTION 35

Which option must you consider when closing a sale?

- A. customer budget
- B. customer lifecycle
- C. recurring revenue
- D. transactional revenue

Answer: B

NEW QUESTION 39

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

Answer: C

NEW QUESTION 43

Which option is the only constant in the workplace?

- A. way people work
- B. way information is shared
- C. way humans interact with each other
- D. way video infrastructure communicates

Answer: A

NEW QUESTION 48

How is transactional revenue procured?

- A. through a subscription-based model
- B. through a one-time transaction
- C. through a time-building model
- D. through massive marketing campaigns

Answer: D

NEW QUESTION 51

Which option lists steps to every sale?

- A. qualification and rapport
- B. rapport and awareness
- C. introduction and qualification
- D. awareness and education

Answer: A

NEW QUESTION 54

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

Answer: D

Explanation: <https://www.cisco.com/c/dam/en/us/solutions/collateral/collaboration/workplace-transformation/creating-collabo>

NEW QUESTION 55

Which way to handle objections is the best?

- A. Refuse to listen to objections.
- B. Communicate value and benefits
- C. Agree with objections to get the customer to trust you
- D. Provide documentation on why their objections are invalid.

Answer: B

Explanation: https://www.cisco.com/web/partners/services/training/accelerate/downloads/objection_handling_sg.pdf

NEW QUESTION 60

How many user profiles does the Cisco UCL Enhanced Plus support?

- A. 10
- B. 1
- C. 5
- D. 2

Answer: B

Explanation: https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cucm/admin/10_0_1/ccmfeat/CUCM_BK_F3AC1C0F_

NEW QUESTION 64

For which purpose was the Cisco Spark Flex Plan designed?

- A. to simplify the transition to cloud-based collaboration solutions
- B. to simplify the transition to hybrid-based collaboration solutions
- C. to simplify the transition to all collaboration solutions
- D. to simplify the transition to premises-based collaboration solutions

Answer: A

NEW QUESTION 66

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

NEW QUESTION 71

How does Cisco Enterprise licensing provide a customer advantage?

- A. It requires individual licensing per device
- B. It simplifies collaboration solutions
- C. It simplifies bandwidth licensing
- D. It requires individual licensing per product

Answer: B

Explanation: <https://www.cisco.com/c/dam/en/us/products/collateral/software/q-and-a-c67-738992.pdf>

NEW QUESTION 74

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