

# Cisco

## Exam Questions 700-805

Cisco Renewals Manager



### NEW QUESTION 1

What are the 3 Cs of Cisco's CX Installed Base (CX-IB) Methodology?

- A. Check start dates, Co-terminate start date
- B. Consolidate services
- C. Connect, Communicate, Consolidate
- D. Communicate, Co-terminate end date
- E. Consolidate contracts
- F. Cover the uncovered, Co-terminate end date
- G. Consolidate contracts

**Answer:** D

### NEW QUESTION 2

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal. Which Cisco offer represents the best value for the customer?

- A. Propose to migrate to perpetual model.
- B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.
- C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.
- D. Prepare a Partner Branded Managed Service deal.

**Answer:** C

#### Explanation:

The Cisco offer that represents the best value for the customer is to ask the Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan. A Smart Account is a centralized account management platform that gives customers full visibility and access to their Cisco software licenses, subscriptions, and services across their organization. A Smart Account simplifies license activation, usage tracking, and renewal management, as well as enables customers to move licenses across devices and locations as needed. An Enterprise Agreement is a simplified buying program that covers the entire organization's software and services needs under one agreement, one renewal date, and one set of terms. An Enterprise Agreement offers customers preferred pricing, financial predictability, investment protection, and flexible expansion options. A Customer Success Plan is a document that captures the account team's strategy and actions to achieve customer success. It defines the customer's desired outcomes, identifies the potential barriers and risks, outlines the key milestones and deliverables, and assigns roles and responsibilities to the account team members.

By engaging into a Smart Account or Enterprise Agreement and proposing a Customer Success Plan, the customer can benefit from:

A comprehensive cloud calling plan with ease, in a single unified offer.

A world-class collaboration suite built for hybrid work that provides Webex Calling, Messaging, Meetings, Polling, and Webinars in one unified offering.

A best-in-class collaboration suite that leverages AI-driven intelligence to create engaging and inclusive collaboration experiences.

A lower total cost of ownership by providing multiple best-in-class products from a single vendor.

A simplified contract management by converging software licenses, support for software, and support for hardware into one agreement, one renewal date, and one set of terms.

A trusted support from Cisco Solution Support that centralizes support across software and hardware and any third-party provider technologies in the deployment.

A guidance at every step to accelerate technology transitions through expert resources, best practices, and proven methodologies focused on industry-wide solutions.

A proactive and predictive insights powered by AI/ML-driven analytics and automation that help recognize potential problems, optimize operations, and de-risk transformation.

A blueprint for account teams to achieve customer success by defining the customer's vision, goals, metrics, milestones, deliverables, roles, responsibilities, progress, results, feedback, and recommendations.

### NEW QUESTION 3

Which service offering helps define the IT vision and strategy of the customer?

- A. optimization
- B. support
- C. training
- D. advisory

**Answer:** D

#### Explanation:

According to the Cisco website<sup>1</sup>, advisory services from Cisco and their partners provide expert guidance and data-driven insights to help customers architect and optimize their IT environment. Advisory services can help customers with:

IT strategy and planning

Business and technology alignment

IT governance and operating models

IT transformation and innovation

IT performance and optimization

References:1: Services - Cisco

### NEW QUESTION 4

AtT-90, the Renewals Manager notices that the customer's software adoption rate is low. What approach should the Renewals Manager adopt?

- A. Assume product management has delayed a feature release.
- B. No action; service delivery will solve.
- C. Create a mitigation plan.
- D. Escalate to executive stakeholder immediately.

**Answer:** C

#### NEW QUESTION 5

Which two actions can a partner or customer perform within CCW-R? (Choose two.)

- A. set up billing
- B. download hardware, software and services datasheets
- C. change Customer Address
- D. view and manage their contracts
- E. order new services

**Answer:** CD

#### NEW QUESTION 6

Which of the Cisco Security product offerings focuses on identifying abnormal or suspicious network behaviors?

- A. Meraki
- B. Stealth watch
- C. Tetration
- D. App Dynamics

**Answer:** B

#### NEW QUESTION 7

Which two outcomes drive the value of subscriptions for customers? (Choose two.)

- A. Consulting services
- B. continuous access to innovation
- C. bundling of software and hardware
- D. Access to the latest capabilities
- E. freeware offers

**Answer:** BD

#### NEW QUESTION 8

During which activity of the renewal process would an RM provide an appropriate co- termination timeframe and gain required internal approvals?

- A. deal strategy
- B. billing
- C. proposal build
- D. quote delivery

**Answer:** C

#### NEW QUESTION 9

What should be the key driver for the Renewals Manager's decisions and recommendations during the Renewals process?

- A. pricing and contract negotiation
- B. upsell and cross-sell opportunities
- C. customer business requirements
- D. market and industry trends

**Answer:** C

#### NEW QUESTION 10

Which two factors drive subscription value for customers? (Choose two)

- A. up to date security protection
- B. bundling of software and hardware
- C. freeware offers
- D. training access
- E. continuous access to innovation

**Answer:** AE

#### NEW QUESTION 10

What is the main purpose of CCW-R?

- A. to factor customer ATR, up sell and attrition
- B. to allow customers and partners to download renewal data
- C. to allow customers and partner store new software subscriptions and service contracts from one tool
- D. to capture partner and customer billing preferences

**Answer:** C

#### Explanation:

CCW-R stands for Cisco Commerce Software Subscriptions and Services, which is a tool that allows customers and partners to quote, order, and manage their

service contracts and software subscriptions from one place. CCW-R enables users to create new or renew technical services and software subscription quotes, submit approved orders, and manage their contracts. CCW-R also provides features such as co-termining, contract alignment, service level changes, and deal discounts. CCW-R is designed to simplify the renewal process and enhance the customer experience

#### NEW QUESTION 12

Which licensing model represents the highest value?

- A. Transactional
- B. Subscription
- C. Pay as you go
- D. Enterprise Agreements

**Answer: D**

#### NEW QUESTION 17

Which action should be taken when renewing a contract with a customer? (Choose the best answer.)

- A. Assume their business needs are the same.
- B. Propose only the most important part of the solution.
- C. Start discussions after the contract has expired.
- D. Validate customer's business needs.

**Answer: D**

#### NEW QUESTION 19

Which success indicator for a Renewals Manager is valid?

- A. increased deployment of licenses
- B. stabilized customer satisfaction scores
- C. new product introductions
- D. on-time renewal

**Answer: D**

#### NEW QUESTION 22

A customer purchased a three-year WebEx contract of 100 seats at \$10 per seat. What is the annual recurring revenue?

- A. \$100
- B. \$1000
- C. \$3000
- D. \$ 3300

**Answer: C**

#### NEW QUESTION 23

Which critical task must be performed during the Qualification phase?

- A. validate customer inventory
- B. develop a Success Plan
- C. quote delivery
- D. Renewal Plan development

**Answer: A**

#### NEW QUESTION 24

Which strategy contributes to the successful renewal of service contracts?

- A. Offer discounts.
- B. Lock in revenue streams through co-termination.
- C. Communicate product performance, pricing, and position.
- D. Discount multi-year service agreements.

**Answer: C**

#### NEW QUESTION 25

Which case represents a risk of renewal where a mitigation analysis will help obtain a more desired outcome?

- A. The adoption rate is 50% under the expected level and the plan is six months before the expiration date.
- B. There are no open incidents 30 days before renewal dates.
- C. Customer is willing to subscribe to a recommendation case to be publicly communicated.
- D. The health index of a customer is over expected targets with no red flags.

**Answer: A**

#### NEW QUESTION 26

Which service offering helps define the customer's IT vision and strategy?

- A. Support
- B. Advisory
- C. Optimization
- D. Training

**Answer: B**

#### NEW QUESTION 30

When renewing a contract with a customer, which action is important?

- A. Start discussions once the contract has expired.
- B. Validate customers business needs.
- C. Do not offer any financing solutions.
- D. Propose only the most important part of the solution.

**Answer: B**

#### Explanation:

When renewing a contract with a customer, it is important to validate their business needs and ensure that the current solution is still meeting their expectations and goals. By validating their business needs, you can demonstrate your understanding of their situation, identify any gaps or challenges they are facing, and propose any improvements or enhancements that can add value to their experience. Validating their business needs can also help you build trust and loyalty with the customer, as well as uncover any opportunities for upselling or cross-selling additional products or services that can benefit them.

#### NEW QUESTION 35

Customer A purchased a one-year WebEx contract of 100 seats at \$10 per seat. Customer B purchases a three-year WebEx contract of 100 seats at \$10 per seat. What is the annual recurring revenue (ARR) for each?

- A. \$1000 and \$3000
- B. \$1100 and \$3300
- C. \$1000 and \$1000
- D. \$3000 and \$3000

**Answer: C**

#### NEW QUESTION 40

What is the Cisco definition of a Reusable Non-Standard Discount (RNSD)?

- A. A discount applied to Cisco products and/or service list pricing and for a continual or ongoing basis.
- B. A limited time discount applied to Cisco products and/or services.
- C. A priority discount applied to third-party products for perpetuity.
- D. A discount applied to refurbished or reused Cisco hardware that includes service contracts.

**Answer: B**

#### NEW QUESTION 45

Which three financial metrics are critical in renewing subscriptions? (Choose three.)

- A. net new sales
- B. annual recurring revenue
- C. close rate
- D. training costs
- E. renewal rate

**Answer: BDE**

#### NEW QUESTION 46

Which steps to develop a renewal quote are valid?

- A. Identify the barriers to adoption, Ensure the customers is using the solution, Work with the Account Manager to create a Quote.
- B. Identify the Item store new, Verify the Discounts, Confirm the Shipping address, Verify the Billing entity.
- C. Ask the customer for Renewal data, Evaluate new requirement, Quote new services.
- D. Position the new technology, create a Quote, Order the Quote.

**Answer: A**

#### NEW QUESTION 49

What are the steps to develop a renewal quote?

- A. Identify the barriers to adoption, ensure that the customer is using the solution, and work with the account manager to create a quote.
- B. Ask the customer for renewal data, evaluate new requirements, and quote new services.
- C. Identify the items to renew, verify the discounts, confirm the shipping address, and verify the billing entity.
- D. Position the new technology, create a quote, and order the quote.

Answer: C

**NEW QUESTION 53**

What is the ATR on a \$10,000 one year recurring revenue contract?

- A. \$10,000
- B. 10% of \$10,000
- C. \$10,000 divided by 12
- D. \$1,200

Answer: A

**NEW QUESTION 55**

Which statement best describes an Ask the Expert session?

- A. A pre-recorded webinar from an expert
- B. A hosted educational webinar with live expert Q and A
- C. A 24-7 phone line providing expert advice
- D. A one on one coaching engagement covering specific use cases

Answer: C

**NEW QUESTION 58**

Which task is the responsibility of the Renewals Manager?

- A. billing recurring revenue contracts
- B. managing recurring revenue risk
- C. driving adoption of specific technologies
- D. managing the Success Plan

Answer: B

**NEW QUESTION 60**

In addition to on-time renewals, on which two tasks should Renewal Managers focus? (Choose two.)

- A. the next customer and their needs
- B. opportunities for upsell
- C. developing a customer success story
- D. driving adoption
- E. renewing offer to a multiple-year contract

Answer: BE

**NEW QUESTION 64**

Which licensing model is the most complex for a customer to manage?

- A. Managed service agreement
- B. Subscription
- C. Enterprise agreement
- D. A La Carte

Answer: D

**NEW QUESTION 68**

Which value should a customer expect from purchasing Success Tracks?

- A. 24/7 onsite resource for troubleshooting
- B. access to information about competitors
- C. discounts on additional licenses
- D. expert guidance and dedicated support

Answer: D

**NEW QUESTION 72**

What are the primary benefits of using AutoQuote in the renewal process?

- A. automatically generate quotes, consolidate opportunities, and enhance efficiency
- B. increase time spent on manual quote creation and focus more on programming
- C. eliminate the need for a Renewals Manager and all customer interactions
- D. automatically offer free software upgrades and exclusive discounts

Answer: A

**NEW QUESTION 76**

Which two customer values are included in an Enterprise Agreement? (Choose two.)

- A. Lifetime warranty
- B. priority services
- C. true forward
- D. on-demand deployment
- E. dedicated on-site support 24/7

**Answer:** CD

**NEW QUESTION 80**

Which business benefit of on-time renewals on Cisco products and services is valid?

- A. ability to ensure that our TAC cases get priority over others
- B. exclusive relationship with the customer
- C. access to training programs and material
- D. rebates and discounts from Cisco

**Answer:** D

**NEW QUESTION 85**

How does the Renewals Manager integrate with the sales team?

- A. by overseeing all technical support issues
- B. by collaborating on customer retention and renewal strategies
- C. by directing the overall operations of the team
- D. by handling all financial transactions

**Answer:** B

**NEW QUESTION 86**

Which two actions does a partner or customer perform within CCW-R? (Choose two.)

- A. order new services
- B. download hardware, software and services data sheets
- C. set up billing
- D. change Customer Address
- E. view and manage their contracts

**Answer:** DE

**NEW QUESTION 91**

What are Cisco's four steps to higher renewals?

- A. Investigate, Diversify, Personalize, Initiate a strategy
- B. Analyze, Implement, Regulate, Maintain consistency
- C. Align, Simplify, Automate, Build a practice
- D. Plan, Streamline, Digitize, Establish routine

**Answer:** C

**NEW QUESTION 92**

Who do Renewals Managers (RMs) work with?

- A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
- B. RMs work with pre-sales engineers and build customer solutions.
- C. RMs work by themselves to develop a high level view customer requirements and objectives.
- D. RMs work with service delivery teams and monitor engagements.

**Answer:** A

**NEW QUESTION 95**

Which key benefit is included in the Cisco Services Partner Program (CSPP)?

- A. offers access to a comprehensive service portfolio, allowing partners to address diverse customer needs
- B. provides discounted software licensing to partners.
- C. guarantees profitability to partners regardless of their performance.
- D. provides partners with a predetermined customer base

**Answer:** A

**NEW QUESTION 99**

What is the key implication on-time renewals have for an IT provider company?

- A. incentives will be paid

- B. improved customer satisfaction
- C. no major impact if sales are on plan
- D. recurring business is preserved

**Answer:** B

**NEW QUESTION 101**

Which architecture addresses customer needs for voice, video, and data?

- A. Security
- B. Data Center
- C. Collaboration
- D. Enterprise networking

**Answer:** C

**Explanation:**

The architecture that addresses customer needs for voice, video, and data is C. Collaboration. Collaboration is one of the four main architectures that Cisco offers to its customers and partners, along with Security, Data Center, and Enterprise Networking. Collaboration is the architecture that enables people to communicate and work together effectively across different locations, devices, and applications. It includes solutions for voice over IP (VoIP), video conferencing, unified communications, contact center, webex meetings, and more. Collaboration helps customers and partners improve productivity, efficiency, innovation, and customer satisfaction.

**NEW QUESTION 106**

Which services renewals metric is provided in Partner Experience Platform (PXP)?

- A. new products
- B. number of customer complaints
- C. renewal rate
- D. end-of-life products

**Answer:** C

**NEW QUESTION 110**

How does Cisco define Business Critical Services?

- A. subscription-based services covering the lifecycle of a technology
- B. Pay-as-you-go, services covering business-critical functions
- C. hardware replacement
- D. Pay-as-you-go, technology-based services

**Answer:** A

**NEW QUESTION 114**

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