# Cisco

## Exam Questions 700-651

Cisco Collaboration Architecture Sales Essentials

**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 video endpoint series is ideal for small to medium-sized meeting rooms and huddle spaces?

A. SX80 Codec
B. MX Series
C. SX10 and SX20 Series Quick Sets
D. IX Series

**Answer:** C

**Explanation:** https://www.cisco.com/c/en/us/products/collaboration-endpoints/telepresence-quick-set-series/index.html#~stick


**NEW QUESTION 4**
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 5**
Which design resource allows you and the customer to view examples of collaboration solutions based on scenarios products, or experiences?

A. Project Workplace
B. HCS Configuration tool
C. Virtual Machine Placement tool
D. Quick Pricing tool

**Answer:** A

**Explanation:** https://projectworkplace.cisco.com/#/en-us


**NEW QUESTION 6**
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 7**
How can you drive modernization within your customer's existing environment?

A. Hire an external consultant to convince the customer to modernize.
B. Provide support to end of sale products.
C. Remind customers that their competitors are modernizing.
D. Remind customers that they reduce operational risk by keeping current products with current support

**Answer:** D

**NEW QUESTION 8**
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 9**
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 10**
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-asses

**NEW QUESTION 10**
Which Cisco UCL plans support all Cisco user devices?

A. Basic and Enhanced
B. Enhanced and Enhanced Plus
C. Essential and Enhanced Plus
D. Essential and Basic

**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 14**
Which sales play focuses on B2B and B2C communication?

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

**Answer:** D

**NEW QUESTION 17**
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 21**
Why does the millennial generation have a different perspective and expectation on how work is approached?

A. They can relate better to people that other generations
B. They grew up with the Internet and technology
C. They have always worked in team environments
D. They know more about the global economy

**Answer:** B


**NEW QUESTION 22**
Which ability do today's collaboration solutions offer to organizations?

A. to compartmentalize participants into unique meeting experiences
B. to separate video, audio, and web participants into multiple meeting experiences
C. to integrate video: audio, and web participants into a single, unified meeting experience
D. to migrate audio participants to video participants in a specific meeting experience

**Answer:** C

**Explanation:** Today's collaboration solutions offer organizations the ability to integrate video, audio, and web participants into a single, unified meeting experience. The guidelines within this Cisco Validated Design (CVD) guide are written with the overall collaboration architecture in mind. Subsystems are used for better organization of the content, and the recommendations within them are tested to ensure they align with recommendations in related subsystems.
https://www.cisco.com/c/en/us/td/docs/solutions/CVD/Collaboration/enterprise/11x/collbcvd/intro.pdf


**NEW QUESTION 23**
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 25**
Which company can supply and support a full next-generation meeting deployment?

A. Cisco
B. Polycom
C. Microsoft
D. Zoom

**Answer:** A


**NEW QUESTION 26**
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 27**
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 30**
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 33**
Which Cisco phone has capability for all collaboration requirements, including intelligent proximity, Wi-Fi, and video?

A. 8865
B. 8841
C. 8845
D. 8861

**Answer:** A


**NEW QUESTION 38**
How many devices does the Cisco UCL Enhanced Plus support?

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

**Answer:** C


**NEW QUESTION 39**
Which capability can Pexip provide?

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

**Answer:** A


**NEW QUESTION 43**
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 44**
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 45**
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 47**
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 50**
Which percent of IT spending is controlled by IT?

A. 50%
B. 40%
C. 60%
D. 80%

**Answer:** B

**NEW QUESTION 53**
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