

## 700-651<sup>Q&As</sup>

Cisco Collaboration Architecture Sales Essentials

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**QUESTION 1**

Which action must be taken first when deciding what to sell to a customer?

- A. Consider the size of the organization.
- B. Determine their licensing needs.
- C. Discuss the benefits of modernizing equipment.
- D. Assess what the customer currently has in place.

Correct Answer: D

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**QUESTION 2**

Which two of the following are concerns that an operations manager may have in making a decision on Cisco Collaboration? (Choose two.)

- A. Fast adoption of organizational changes
- B. How to engage with external suppliers quickly
- C. Reliability of the company infrastructure
- D. Go-to-market time of new products or services
- E. Changing customer demands

Correct Answer: AC

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**QUESTION 3**

Which option do you need to apply a customer budget to products?

- A. knowledge of who the decision makers are
- B. clear understanding of the end goal
- C. if the customer has any flexibility in their budget to buy additional products as needed
- D. what licenses apply to each product

Correct Answer: B

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**QUESTION 4**

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

Correct Answer: D

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## QUESTION 5

Which company can supply and support a full next-generation meeting deployment?

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

Correct Answer: A

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