

700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which capabilities can be provided by Polycom?

- A. video endpoints, voice endpoints, call center functions
- B. video endpoints, voice endpoints, conferencing
- C. conferencing, call center functions, instant messaging
- D. call control, voice endpoints, contact center

Correct Answer: B

QUESTION 2

Which capability can Pexip provide?

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

Correct Answer: A

QUESTION 3

How can dramatic growth of unstructured work be addressed?

- A. flexible working environment and shared spaces
- B. increasing the number of cubicles
- C. decreasing collaboration
- D. expand facilities

Correct Answer: A

QUESTION 4

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 single, unified meeting experience
- D. to migrate audio participants to video participants in a specific meeting experience

Correct Answer: C

QUESTION 5

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

Correct Answer: B

QUESTION 6

Which option does a Cisco Experience-Centric solution enable?

- A. building incremental value from current offerings
- B. adding value to investments already made
- C. integrating with infrastructures, devices, and services
- D. consistent experience across devices and applications

Correct Answer: D

QUESTION 7

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

Correct Answer: A

QUESTION 8

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

Correct Answer: B

QUESTION 9

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.

Correct Answer: B

QUESTION 10

Which SWSS offer allows customers to choose the right level of service for on-premises, cloud, and hybrid environments?

- A. Enhanced SWSS
- B. Unified Communications SWSS
- C. Lifecycle SWSS
- D. Cisco Spark and WebEx SWSS

Correct Answer: D

QUESTION 11

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

Correct Answer: C

QUESTION 12

Which purpose of the Customer Lifecycle is true?

A. understanding why single-transaction customers are preferred

B. understanding what a customer needs between onboarding and renewing, and creating a customer for life

C. understanding when you should no longer be selling products to a customer and start focusing on new customers

D. understanding how to entice the customer to contact you when they want to purchase additional products

Correct Answer: B

QUESTION 13

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

QUESTION 14

Which Cisco phone has capability for all collaboration requirements, including intelligent proximity, Wi-Fi, and video?

A. 8865

B. 8841

C. 8845

D. 8861

Correct Answer: A

QUESTION 15

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 build the BOM for you.
- D. It provides detailed design options for Cisco Collaboration.

Correct Answer: C

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