

# 700-651 Q&As

Cisco Collaboration Architecture Sales Essentials

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**QUESTION 1**

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.

Correct Answer: D

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**QUESTION 2**

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.

Correct Answer: C

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

- A. education
- B. qualification

C. introduction

D. rapport

Correct Answer: A

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**QUESTION 5**

Which option does BYOx refer to?

A. bring your own application

B. bring your own XML

C. bring your own device

D. bring your own experience

Correct Answer: A

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