



700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

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

QUESTION 2

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

Correct Answer: C

QUESTION 3

Which option do all aspects of the Unified Communications and Collaboration system rely on?

- A. licensing that is purchased
- B. administrator security rights
- C. proper design and deployment of the system architecture
- D. proper delegation of tasks during the sales cycle and deployment

Correct Answer: C

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

QUESTION 5

Which type of travel spending is categorized as good spending?

A. noncontributing travel

B. revenue-generating expenses

C. external travel

D. internal travel

Correct Answer: B

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