



700-651^{Q&As}

Cisco Collaboration Architecture Sales Essentials

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QUESTION 1

Which option lists Cisco differentiators?

- A. experience, premise architecture, static configurations
- B. experience, cloud API, and hybrid architecture
- C. cloud API, web presence, and hardware
- D. premise architecture, cloud API, and static configurations

Correct Answer: B

QUESTION 2

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 3

For on-premises deployments, which option does Cisco recommend for a consistent one meeting experience and full interoperability?

- A. Cisco TelePresence Server
- B. Cisco Meeting Server
- C. Cisco Expressway
- D. Cisco Conductor

Correct Answer: B

QUESTION 4

Which option must you consider when closing a sale?

- A. customer budget



- B. customer lifecycle
- C. recurring revenue
- D. transactional revenue

Correct Answer: B

QUESTION 5

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

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