



# 700-805<sup>Q&As</sup>

Cisco Renewals Manager (CRM)

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#### QUESTION 1

Which two factors drive subscription value for customers? (Choose two)

- A. up to date security protection
- B. bundling of software and hardware
- C. freeware offers
- D. training access
- E. continuous access to innovation

Correct Answer: C

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#### QUESTION 2

How does Cisco define Business Critical Services?

- A. subscription-based services covering the lifecycle of a technology
- B. Pay-as-you-go, services covering business-critical functions
- C. hardware replacement
- D. Pay-as-you-go, technology-based services

Correct Answer: A

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#### QUESTION 3

What is the future state goal of licensing at Cisco?

- A. Smart License
- B. Standby License
- C. Classic PAK
- D. Right to use

Correct Answer: A

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#### QUESTION 4

What is the primary measurement of success for a Renewals Manager?

- A. upsell percentage



B. percentage of contracts closed

C. renewal success rate

D. iARR rate

Correct Answer: C

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#### QUESTION 5

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal.

Which Cisco offer represents the best value for the customer?

A. Propose to migrate to perpetual model.

B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.

C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.

D. Prepare a Partner Branded Managed Service deal.

Correct Answer: C

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