



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

Cisco Renewals Manager (CRM)

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#### QUESTION 1

What is the Cisco definition of a Reusable Non-Standard Discount (RNSD)?

- A. A discount applied to Cisco products and/or service list pricing and for a continual or ongoing basis.
- B. A limited time discount applied to Cisco products and/or services.
- C. A priority discount applied to third-party products for perpetuity.
- D. A discount applied to refurbished or reused Cisco hardware that includes service contracts.

Correct Answer: B

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#### QUESTION 2

Which statement best describes an Accelerator?

- A. An on-call service for customer support
- B. A one-on-one deep dive on network issues
- C. A one-on-one coaching engagement covering specific use cases
- D. A hosted one-to-many educational webinar with live expert Q and A

Correct Answer: D

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#### QUESTION 3

How does Cisco define AT R?

- A. Contracts/subscriptions that are available to renew.
- B. ATR is the sum of RR and iARR, minus the attrition rate.
- C. Any customer agreement where attrition has been an issue.
- D. Contracts/subscriptions that have attrition terms revoked.

Correct Answer: A

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#### QUESTION 4

Which success indicator for a Renewals Manager is valid?

- A. increased deployment of licenses
- B. stabilized customer satisfaction scores



C. new product introductions

D. on-time renewal

Correct Answer: B

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#### QUESTION 5

Which statement best describes the Success Plan?

A. a document capturing a comprehensive view of all customer health scores

B. a tool for reporting actions to management

C. a shareable document that captures all account activities

D. the blueprint for account teams to achieve customer success

Correct Answer: A

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#### QUESTION 6

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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#### QUESTION 7

What does iARR measure?

A. our ability to monitor product utilization, and financial growth collectively

B. our ability to increase renewal rates through pricing controls

C. our ability to expand upon existing customer value

D. our ability to internally align renewable resources



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Correct Answer: C

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#### QUESTION 8

What does TPV mean?

- A. Total Product Value
- B. Total Partner View
- C. Telepresence Value
- D. Total Partner Value

Correct Answer: B

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#### QUESTION 9

Who do Renewals Managers (RMs) work with?

- A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
- B. RMs work with pre-sales engineers and build customer solutions.
- C. RMs work by themselves to develop a high level view customer requirements and objectives.
- D. RMs work with service delivery teams and monitor engagements.

Correct Answer: D

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#### QUESTION 10

Which strategy contributes to the successful renewal of service contracts?

- A. Offer discounts.
- B. Lock in revenue streams through co-termination.
- C. Communicate product performance, pricing, and position.
- D. Discount multi-year service agreements.

Correct Answer: C

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