



700-037^{Q&As}

Advanced Collaboration Architecture Sales Specialist

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QUESTION 1

Which three options are ways to strengthen an existing relationship with the customer? (Choose three.)

- A. Posing solution questions to help the customer envision improvements
- B. Asking issue questions and inquiring why these issues are important
- C. Leveraging existing relationships
- D. Asking provocative questions and making statements
- E. Determining the type of questions and the manner and sequence of asking them
- F. Aggressively pursuing additional contact

Correct Answer: ABE

QUESTION 2

Which statement is an important selling point for Cisco against Avaya?

- A. Cisco is well respected and is the proven leader in collaboration.
- B. Cisco supports deskless workers
- C. Cisco can offer a complete end-to-end solution
- D. Cisco has acquired more than 100 innovative companies.

Correct Answer: C

QUESTION 3

Which three statements describe Cisco Enterprise License Manager? (Choose three.)

- A. It is centralized and free, and it manages licenses across multiple clusters through license management, reporting, and compliance systems.
- B. It is an enterprise-wide management tool for all Cisco Collaboration licenses
- C. It is available in Professional, Standard, and Entry Editions
- D. It includes soft clients, applications server software, and licensing on a per-user basis
- E. It enables customers to see whether they require additional licenses and how the purchased licenses are utilized.

Correct Answer: ABE



QUESTION 4

Which three statements are reasons why customers consider Cisco as their collaboration solutions partner? (Choose three.)

- A. The Cisco comprehensive and flexible collaboration portfolio is lowest-priced option when compared to competitors.
- B. The Cisco collaboration portfolio is built on open standards and stands for collaboration interoperability.
- C. Cisco is the market leader with the best-in-class telephony, conferencing, and video solutions.
- D. The Cisco collaboration portfolio is exclusive to software rather than hardware solutions.
- E. The Cisco collaboration portfolio is creatively designed with a single solution model that fits all customer choices.
- F. Cisco has the most comprehensive collaboration portfolio and flexible delivery model offerings in the market.

Correct Answer: BCF

QUESTION 5

Which statement describes the Cisco strategy for Cisco Telepresence\?

- A. Cisco Telepresence is a pure, high-end videoconferencing solution
- B. Cisco Telepresence is personal, multipurpose, and immersive.
- C. Cisco Telepresence is low-cost video for everyone, everywhere.
- D. Cisco Telepresence is personal, single-purpose, and immersive.

Correct Answer: B

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