



700-150^{Q&As}

Introduction to Cisco Sales exam

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QUESTION 1

What is Cisco's approach to business outcome sales?

- A. Cisco's approach focuses on increasing revenue and reducing costs from a customer centric perspective
- B. Cisco's approach focuses on developing a business-focused view of the customer enterprise looking at needs and business outcomes from a customer-centric perspective.
- C. Cisco's approach focuses on differentiating itself as a market leader in security solutions from a profits centric perspective
- D. Cisco's approach focuses on enabling its sales team with the necessary tools and products to increase its market share

Correct Answer: B

QUESTION 2

Cisco has endpoints that are designed to improve collaboration and address the widest range of use cases. Which of the following is not an endpoint?

- A. Phones and Desktop endpoints
- B. Video End Point Applications
- C. Room and Immersive Systems
- D. Mobile End Point Applications

Correct Answer: B

QUESTION 3

The Cisco Cloudlock protects your cloud users, data and apps. Which of the following is not under the coverage of Cloudlock?

- A. Facebook
- B. Salesforce.com
- C. Box
- D. Slack

Correct Answer: A

QUESTION 4



Cisco Catalyst 9000 is built for SD access. Which of the following are the features?

- A. Fixed access, future-proofed and mobility
- B. Convergence, fixed core and first in enterprise
- C. Future-proofed, industry\\'s unmatched and first in enterprise
- D. Fixed access, industry\\'s unmatched and first in enterprise

Correct Answer: B

QUESTION 5

Cisco fog delivers business outcomes. Which is not one of the outcomes mentioned in the slides?

- A. Improve operational effectiveness
- B. Gain new revenue streams
- C. Increase product quantity
- D. Increase customer satisfaction and trust

Correct Answer: C

<https://www.cisco.com/c/en/us/solutions/internet-of-things/iot-data-analytics.html>

QUESTION 6

Cisco converged infrastructure simplifies and speeds up infrastructure deployment with integrated and hyperconverged systems. Which of the following is not one of the solutions?

- A. FlashStack
- B. Hyperflex systems
- C. VirtualStack D. FlexPod

Correct Answer: C

QUESTION 7

Which of Cisco\\'s channel routes to market uses automated campaigns driven by customer data to optimize seller efficiency and productivity?

- A. Digital Touch
- B. Field Sales



C. Virtual Sales

D. Partners

Correct Answer: A

QUESTION 8

How long is the average time to detection of a security threat for Cisco customer?

A. 3 days

B. 17 days

C. 28 days

D. 100 days

Correct Answer: D

QUESTION 9

Which type of business requirements define the required parameter for a solution?

A. technical requirements

B. transitional requirements

C. functional requirements

D. general business requirements

Correct Answer: A

QUESTION 10

How is creating and capturing business value achieved by Cisco?

A. determining the business priorities, business capabilities, and business solutions that enable the customer-defined outcomes

B. strategizing with the sales team on how to empower their sales personnel in attaining business goals

C. delving into the main issues faced by customers and getting feedback from previous work done

D. measuring the efforts of every team in delivering on their promises

Correct Answer: A



QUESTION 11

Cisco Intelligent Automation for Cloud software delivers the critical foundational layer for holistically deploying and managing cloud-based services. This software solution improves agility, flexibility, and speed with all but one of the following:

- A. Physical resources
- B. An orchestration engine
- C. Self-service portal
- D. Advanced cloud management capabilities

Correct Answer: A

QUESTION 12

As a Cisco partner, you will get the support to differentiate your business and grow based on the unique value you offer. Which group shows the type of discounts available?

- A. Value Incentive Program, Teaming Incentive Program, Opportunity Incentive Program
- B. Migration Incentive Program, Opportunity Incentive Program, Teaming Incentive Program
- C. Partner Plus Program, Migration Incentive Program and Teaming Incentive Program
- D. Migration Incentive Program, Partner Plus Program and Teaming Incentive Program

Correct Answer: B

QUESTION 13

Which of the following could be defined as a long-term plan that enables the business to work toward achieving its vision by considering business operations, value proposition, customers, and finance?

- A. Goals
- B. Strategy
- C. Objectives
- D. Mission

Correct Answer: B

QUESTION 14

Which is a unique capability of Meraki MX?



- A. API-based management
- B. Java-API console management
- C. single pane of glass management tor full stack branch infrastructure
- D. camer grade security for data centers

Correct Answer: C

QUESTION 15

In the Cisco DNA 8 framework, which is not a component of the enterprise controller?

- A. Automation
- B. Analytics
- C. Avoidance
- D. Assurance

Correct Answer: C

<https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise-networks/solution-overview-c22738468.pdf>

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