



Cisco Renewals Manager (CRM)

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QUESTION 1

Which architecture addresses customer needs for voice, video, and data?

- A. Security
- B. Data Center
- C. Collaboration
- D. Enterprise networking

Correct Answer: D

QUESTION 2

What is the ATR on a \$10, 000oneyearrecuring revenue contract?

A. \$10,000

- B. 10% of \$10,000
- C. \$10,000 divided by 12
- D. \$1,200
- Correct Answer: C

QUESTION 3

Which three financial metrics are critical in renewing subscriptions? (Choose three.)

- A. net new sales
- B. annual re curing revenue
- C. close rate
- D. training costs
- E. renewal rate

Correct Answer: BDE

QUESTION 4

What is the main purpose of CCW-R?

A. to factor customer ATR, up sell and attrition



- B. to allow customers and partners to download renewal data
- C. to allow customers and partner store new software subscriptions and service contracts from one tool
- D. to capture partner and customer billing preferences

Correct Answer: B

QUESTION 5

Which business benefit of on-time renewals on Cisco products and services is valid?

- A. ability to ensure that our TAC cases get priority over others
- B. exclusive relationship with the customer
- C. access to training programs and material
- D. rebates and discounts from Cisco

Correct Answer: A

QUESTION 6

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

QUESTION 7

Which service offering assists the customer in preparing for emerging industry trends?

- A. Training
- **B.** Trending Technical
- C. Advisory
- D. Managed

Correct Answer: B



QUESTION 8

During which activity of the renewal process would an RM provide an appropriate co- termination timeframe and gain required internal approvals?

- A. deal strategy
- B. billing
- C. proposal build
- D. quote delivery

Correct Answer: C

QUESTION 9

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

QUESTION 10

What support should an RM take from the CSM?

- A. Communicate new greenfield opportunities.
- B. Communicate value and the impact of Cisco solutions.
- C. Book customer-service briefings.
- D. Oversee the closure of contracts.
- Correct Answer: B

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