

700-150 Dumps

Introduction to Cisco Sales

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NEW QUESTION 1

In addressing the full attack continuum, what type of capabilities are required before an attack?

- A. Preventive and Response
- B. Preventive and Detective
- C. Predictive and Response
- D. Preventive and Predictive

Answer: D

Explanation:

<https://www.ironshare.co.uk/technical/ciscos-attack-continuum/>

NEW QUESTION 2

Cisco 1000 series integrated services routers are fixed, high performance routers. Which is not a benefit of the routers?

- A. Connectivity
- B. Ease of use
- C. Exclusivity
- D. Comprehensive security

Answer: C

NEW QUESTION 3

Cisco IT increases security effectiveness with Cisco Advanced Malware Protection (AMP). Which of the following lists the 3 approaches for the AMP endpoints security solution?

- A. Prevent, detect, respond
- B. Prevent, react, respond
- C. Protect, detect, respond
- D. Predict, prevent, respond

Answer: A

NEW QUESTION 4

Which of the following are included on the Offering Pattern Reference Model?

- A. offerings, routes to market, pricing schedules, and service agreements
- B. pricing schedules, service agreements, routes to market, and opportunity paradigms
- C. offerings, markets, pricing methods, location, and routes to market
- D. offerings, pricing schedules, service agreements, and routes to market

Answer: A

NEW QUESTION 5

Cisco's products and solutions are based on an open network architecture. Which of the following is not a principal technology?

- A. Multi vendor orchestration
- B. 4G Networks
- C. Model driven telemetry
- D. Real-time analytics

Answer: B

Explanation:

<https://www.cisco.com/c/en/us/solutions/service-provider/virtualization-automation.html#~:stickynav=1>

NEW QUESTION 6

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 mam issues faced by customers and gelling feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

Answer: A

NEW QUESTION 7

Cisco Unified Data Center offers some benefits to customers. Which is not a benefit?

- A. Gain control over increasing complexity
- B. Sophisticated capabilities made simple
- C. Deliver more value, faster to all lines of business
- D. State of the art infrastructure

Answer: D

NEW QUESTION 8

Cisco aims to transform IT operations with complete hyperconvergence. Which of the following is not a benefit?

- A. Data acquisition
- B. Always on-storage efficiency
- C. Predictable performance
- D. Independent scaling

Answer: A

NEW QUESTION 9

Which feature of WebEx Teams allows customers to collaborate on sketches?

- A. whiteboarding
- B. messaging
- C. bots
- D. integrations

Answer: A

Explanation:

<https://blog.webex.com/2018/12/cisco-webex-teams-collaboration-platform-cloudlock-making-team-collaborati>

NEW QUESTION 10

Cisco has a five-phased cloud plan. Which of the following is not one of the phases?

- A. Cloud Native Stacks
- B. Containers and Analytics
- C. Multi-cloud management
- D. Application renewal

Answer: D

NEW QUESTION 10

Customer relationship takes into consideration the conceptual nature of person as compared to their detailed nature. What does conceptual nature means?

- A. The conceptual nature of a person is about their knowledge and their intrinsic and extrinsic motivations.
- B. The conceptual nature of a person is about their work experience and their intrinsic and extrinsic motivations.
- C. The conceptual nature of a person is about their personality and their intrinsic and extrinsic motivations.
- D. The conceptual nature of a person is about their attitude and their intrinsic and extrinsic motivations.

Answer: C

NEW QUESTION 15

What is Cisco's approach to business outcome sales?

- A. It focuses on developing a business-focused view of the customer enterprise and places their needs and business outcomes from a customer-centric perspective.
- B. It focuses on increasing revenue and reducing costs from a customer-centric perspective.
- C. It focuses on enabling their sales team with the necessary tools and products to increase their market share.
- D. It focuses on differentiating themselves as a market leader in security solutions from a profits centric perspective.

Answer: A

NEW QUESTION 18

Which statement about Cisco Unified Fabric is true?

- A. Cisco Unified Fabric enables industry-leading, multidimensional scalability
- B. Cisco Unified Fabric can only be used in LAN environments
- C. Organizations must be in the cloud in order to benefit from Cisco Unified Fabric
- D. Organization can trust in the innovative focus of Cisco Unified Fabric, allowing IT teams to focus on maintaining technology

Answer: A

NEW QUESTION 21

The Cisco Data Center captures the intent of users and applications. Which is not a benefit?

- A. Enhance IT operations
- B. Seamless multcloud mobility
- C. Enhanced application performance
- D. Pervasive security

Answer: A

Explanation:

<https://cdw-prod.adobecqms.net/content/dam/cdw/on-domain-cdw/brands/cisco/intent-based-data-center.pdf>

NEW QUESTION 22

Cisco is positioning itself to recognize greater value and superior differentiation and deliver better business outcomes for its customers. Which of the following statements is not true?

- A. They aim to price models in a more user-centric approach
- B. They aim to provide flexible approaches to service offerings
- C. They aim to provide more solution-based offerings
- D. They aim to adopt personalized offerings to their customers

Answer: D

NEW QUESTION 27

The Cisco DX Series is ideal for everyone who collaborates. Which is a feature of this product?

- A. Intuitive touchscreen
- B. Accessible from any browsers
- C. Dual screen options
- D. Real-time private and group chat

Answer: A

NEW QUESTION 32

Cisco's goal is to share methodology, tools and prescriptive guidance to help their partners build their own customer success practice. What are some of the partner resources?

- A. Launch hub, services hub, Cisco ready, marketing velocity
- B. Launch hub, services hub and marketing velocity
- C. Cisco ready, launch hub and services hub
- D. Launch hub and services hub

Answer: A

Explanation:

<https://blogs.cisco.com/partner/more-profit-less-time-better-results>

NEW QUESTION 36

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

Answer: A

NEW QUESTION 39

Which Cisco mobile end point application provides instant messaging, voice and video calls, voice messaging, desktop sharing, conferencing, and presence?

- A. Cisco Jabber
- B. Cisco Webex Teams
- C. Cisco TetePresence MX
- D. Cisco Expressway

Answer: A

NEW QUESTION 44

Which phase of Cisco's Sales Cycle involves the presentation of the business case to relevant stakeholders?

- A. Design and Distribute
- B. Customer Commitment
- C. Analyze and Design
- D. Research and Analyze

Answer: D

NEW QUESTION 49

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

Answer: A

NEW QUESTION 51

Cisco TrustSec software-defined segmentation is simpler to enable than VLAN-based segmentation. Which of the following is not a feature of TrustSec?

- A. Diversified compliance
- B. Apply policies across the network
- C. Lower operational expenses
- D. Reduce risks

Answer: A

NEW QUESTION 56

What are the four BOST Enterprise Architecture Framework views?

- A. Busines
- B. Operations, Security, and Tactics
- C. Busines
- D. Operations, Security, and Technology
- E. Business, Operations, Systems, and Technology
- F. Business, Operations, Sales, and Talent

Answer: C

NEW QUESTION 61

In terms of infrastructure, the DNA centre is powered by 3 key engines. Which is the correct group?

- A. Context, Automation, Networking
- B. Policy, Context, Analytics
- C. Policy, Automation, Analytics
- D. Encryption, Context, Analytics

Answer: C

Explanation:

<https://www.cisco.com/c/en/us/products/collateral/cloud-systems-management/dna-center/nb-09-dna-center-data>

NEW QUESTION 63

Cisco offers customer care solutions for contact centers. Which option is not correct?

- A. Cisco Remote Expert Mobile
- B. Cisco Inbound Option
- C. Cisco Unified call studio
- D. Cisco Outbound Option

Answer: B

NEW QUESTION 67

A business requirement is something that is needed by business stakeholders. Business achievements should achieve the following except for?

- A. Reflected in a business requirements document
- B. Provides the overall direction of the business
- C. Provide value to the business
- D. Describe what the business needs

Answer: A

Explanation:

https://community.cisco.com/legacyfs/online/ccde_9781587144615_chapter1.pdf

NEW QUESTION 68

What is a key benefit of Cisco's hybrid services for collaboration?

- A. Customers can utilize conferencing solutions with Cisco Webex while retaining control of their collaboration services.
- B. Cisco manages all collaboration services so a customer's IT resources can focus on strategic priorities.
- C. Customers can choose multiple types of collaboration endpoints.
- D. Customers gain the benefit of Cisco Hosted Collaboration Solution services while retaining ownership and control of their collaboration services.

Answer: B

NEW QUESTION 73

Cisco has long been the world's dominant supplier of computer networking products, systems and services. Which of the following is not included in Cisco's current product lines?

- A. LAN
- B. Routers
- C. Application Delivery Controllers
- D. Switches
- E. WAN

Answer: C

Explanation:

https://en.wikipedia.org/wiki/Application_delivery_controller

NEW QUESTION 77

What approach does Cisco take to provide pervasive and comprehensive security for our customers?

- A. Digital Forensic Model
- B. Cisco ONE Security Model
- C. Threat-Centric Security Model
- D. Insight-Led Security Analytics

Answer: C

NEW QUESTION 81

What is one way that Cisco ONE provides business value to customers?

- A. It allows each department to manage IT separately by creating multiple portals for license management.
- B. It allows IT to consume software only as CAPEX
- C. It provides better solution suites by focusing exclusively on WAN.
- D. It increases the value of software by making the software portable across hardware.

Answer: D

NEW QUESTION 85

How do you define a business outcome?

- A. a process of estimating future sales
- B. a measurable result of an activity or process within the business
- C. a plan that positions a company's brand or product to gain a competitive advantage
- D. a strategy that sets out sales targets and tactics for the business

Answer: B

NEW QUESTION 87

Which of the following is not a factor that drives the target state of the business at a customer organization'?

- A. mission
- B. vision
- C. values
- D. client engagement

Answer: D

NEW QUESTION 88

Cisco's certification and global partner network encourages and recognizes partners for their breadth of skills across certain technologies. Which of the following is not a Badge level?

- A. Gold
- B. Select
- C. Silver
- D. Premier

Answer: C

NEW QUESTION 93

Which of the following are included in Cisco's Collaboration Portfolio?

- A. Unified Communications, Customer Care, Conferencing, and Collaboration Endpoints
- B. Unified Communications, Unified Management, Customer Care, and Conferencing
- C. Unified Management, Customer Car
- D. Conferencing, and Collaboration Endpoints
- E. Unified Management, Unified Communication
- F. Conferencing, and Collaboration Endpoints

Answer: A

NEW QUESTION 94

Which Cisco network administration product enables the creation and enforcement of security and access policies for a company's connected endpoint devices'?

- A. Cisco Identity Services Engine
- B. Cisco Stealthwatch Enterprise
- C. Cisco TrustSec
- D. Cisco Platform Exchange Grid

Answer: A

NEW QUESTION 95

Which of the following are features of the Cisco Firepower NGFW?

- A. threat focused
- B. fully integrated
- C. unified management
- D. cloud based

Answer: A

NEW QUESTION 97

Which of the following is not a feature of Cisco ONE software?

- A. Software license tied to hardware
- B. License portability and flexibility
- C. Access to innovation, upgrades and new capabilities
- D. Simple set of solutions in networks and cloud

Answer: A

NEW QUESTION 100

Cisco DNA Analytics and Assurance allow users to automate network performance management in all of the following ways. Which is not true?

- A. Simplify management
- B. Gain network visibility
- C. Save time, solve problems
- D. Turn insights into

Answer: D

NEW QUESTION 105

AMP for endpoints decreases time to detection. What is Cisco's security time to detection?

- A. 8 hours or less
- B. 7 hours or less
- C. 10 hours or less
- D. 6 hours or less

Answer: D

NEW QUESTION 108

Which feature of WebEx Teams allows customers to collaborate on sketches?

- A. bots
- B. integrations
- C. whiteboarding
- D. messaging

Answer: C

NEW QUESTION 111

Which of the following describes the benefits of Cisco intelligent automation for cloud software?

- A. It defines the deployment and management requirements of an entire application stack.
- B. It automates sophisticated data center and standard business processes from a single, self-service portal.
- C. It builds a robust security architecture while significantly reducing WAN costs and time to deploy new services.
- D. It includes Wireless LAN, Security/SD-WAN, Switching, Mobility Management, and Insight.

Answer: B

NEW QUESTION 114

Customers are investing in uncompromised security of which 3 areas?

- A. WAN, Cloud, Mobility
- B. Cloud, Mobility and LAN
- C. DC, Access and WAN

D. WAN, LAN, Cloud

Answer: A

Explanation:

<https://www.cisco.com/c/dam/en/us/products/collateral/software/one-software/one-overview-deck.pdf>

NEW QUESTION 116

Cisco Fog Data Services are software services that deliver edge analytics, control, and security for data in the fog. Which of the following is not a feature or benefit?

- A. Network compliance
- B. Analytics at the network edge
- C. Application control of IoT sensors
- D. Security and privacy

Answer: A

NEW QUESTION 118

Which phrase best describes the Cisco DX series?

- A. a service solution that offer business messaging, calling, and persistent meeting spaces
- B. a flexible and scalable platform for videoconferencing rooms :
- C. a mobile endpoint solution designed to connect learns at any time, in any place
- D. an all-in-one desktop collaboration device with an intuitive touchscreen

Answer: D

NEW QUESTION 121

What is Cisco Unified Fabric?

- A. the latest technology that is used to power Cisco routers
- B. the fabric that connects people, technology and business
- C. a primary building block for cloud-based, virtualized, and general purpose data centers
- D. a software based solution for data centers

Answer: C

NEW QUESTION 123

Which phrase describes the benefits of the Cisco UCS product range?

- A. communication on an all-in-one platform designed to fit the way customers work
- B. cloud-based service allowing customers to set up and configure an entire virtual data center in minutes
- C. cloud-based security solution allowing customers to be protected on any device at any location
- D. increased productivity, reduced total cost of ownership, and scalability to the data center

Answer: D

NEW QUESTION 125

What does Cisco call the intelligent, closed-loop, and self-optimizing system built on Cisco DNA?

- A. The Assured Network
- B. The Automated Network
- C. The Encryption Initiative
- D. The Network Intuitive

Answer: B

NEW QUESTION 130

Which of the following provides 360-degree contextual insights across users, devices, and applications using intent based networking?

- A. Cisco DNA
- B. Cisco Hosted Collaboration Solution
- C. Cisco Unified Computing System
- D. Cisco Meraki

Answer: A

NEW QUESTION 131

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

Answer: B

NEW QUESTION 132

In terms of technical focus ("business alignment"), which is not a phase in this approach?

- A. Discover
- B. Propose
- C. Design
- D. Purchase

Answer: D

NEW QUESTION 136

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

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

Answer: C

Explanation:

<https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise-networks/solution-overview-c22-738468.pdf>

NEW QUESTION 137

Which of the following describes the NFV ENCS Virtualized branch?

- A. a cloud-delivered overlay WAN architecture that facilitates digital and cloud transformation for enterprises
- B. a hybrid platform that combines the benefits of a traditional router and a traditional server to offer the same functionality with a smaller infrastructure footprint
- C. a security application that mitigates vulnerabilities to offer branch and consumers protection where they need it most
- D. a network device that mathematically verifies the entire network for correctness

Answer: A

NEW QUESTION 142

Which group represents the Cisco partnership levels?

- A. Bronze, Silver, Gold, Select, Multinational
- B. Select, Premier, Gold, Multinational, Global Gold
- C. Affiliate, Associate, Preferred, Select, Global
- D. Bronze, Silver, Gold, Platinum, Global

Answer: B

NEW QUESTION 145

Cisco UC platform consists of which 3 featured products?

- A. Business Edition 6000, Unified Manager, HD Video
- B. Cisco Webex Teams, Business Edition 6000, HD Video
- C. Cisco Webex Teams, Unified Communications Manager
- D. Cisco Webex Teams, Business Edition 6000, Unified Communications Manager

Answer: D

NEW QUESTION 149

Which Cisco endpoint is ideal for occasional-use, specialty settings such as cafeterias?

- A. Cisco DX80
- B. Cisco IP Phone 7800 Series
- C. Cisco Unified IP Phone 6900 Series
- D. Cisco Unified SIP Phone 3900 Series

Answer: D

Explanation:

https://www.cisco.com/c/dam/en/us/products/collateral/collaboration-endpoints/unified-ip-phone-7940g/prod_br

NEW QUESTION 150

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

Answer: B

NEW QUESTION 154

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