

QUESTIONS & ANSWERS

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Cisco

700-410

Accelerating Cisco Partner Led Sales Excellence

- A. I can look at the BOM and see what I can take out from it.
- B. I walk away. If there is no budget, there is no budget.
- C. I call in Cisco Capital to assist.
- D. I work with the customer to find alternatives to finance the deal.

Answer: C, D

QUESTION: 36

The prospecting phase of the sales management process is about converting leads into sales. Which two things should you do with potential customers when you analyze their potential? (Choose two)

- A. Read the potential customer's annual report and understand their business
- B. Position the right Cisco solutions based on their needs
- C. Commit to delivering a solution that fits their business
- D. Walk around the potential customer's business to get to know it better

Answer: A, D

QUESTION: 37

Which set of criteria do you use to assess your customers when you map your territory?

- A. Size of workforce, geographic location
- B. Size of potential, share of potential
- C. Competitive position, IT complexity
- D. Size of the network, age of the network

Answer: B

QUESTION: 38

You have qualified a customer needs and requirements and it looks promising. However, no budget allocated to the project. Is no budget a sure sign that no deal can be made?

- A. Yes, no budget means no deal
- B. No, I am sure we can find money somewhere

- C. Not sure, I might need to seek out sponsors or executive decision makers
- D. Not sure, I need to ask the customer how much the potential budget is

Answer: C

QUESTION: 39

You have identified that a customer has a specific requirement for a Cisco solution and want to qualify them further. What approach should you take in presenting to them what you think is the right solution?

- A. You go as far as you can in defining the solution that fits the customer
- B. You present a high level solution and test if it fits the customer
- C. You bring along your Technical Consultant to clearly lay out the right solution
- D. You schedule time for a thorough pitch of Cisco's solutions

Answer: C

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