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## **Q&A**

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**Exam : 700-410**

**Title : Accelerating Cisco Partner  
Led Sales Excellence**

**Version : DEMO**

1.You are helping your Partner Sales Representatives understand what marketing tools are available to help them acquire new accounts.Which two weapons/resources can you direct them to for account acquisition? (Choose two)

- A.Cisco Partner Marketing Demand Generation tools like "Go -Generating Opportunities"
- B.Vertical Handbooks
- C.Cisco Partner Marketing Central
- D.Smart Business Roadmaps

**Answer:** A,C

2.At which stage of the sales process should you offer a demo of Cisco solutions?

- A.Prospecting
- B.Qualifying
- C.Proposing
- D.Agreement
- E.Closing

**Answer:** B

3.Which two statements about how to determine if a project return on investment is acceptable to your customer are true? (Choose two)

- A.Compare the Internal Rate of Return of the project against the customer Internal Rate of Return
- B.The customer agrees that the identified solution meets their business requirements
- C.Check that our Return on Investment is better than that of the competition.
- D.It is too complex to assess a project return on investment

**Answer:** A,C

4.What is Value Based Negotiation?

- A.Negotiating based on price
- B.Negotiating based on the competition price
- C.Negotiating around the value the solution will deliver
- D.Negotiating with Senior Management within the client

**Answer:** C

5.How many distinct stages are in the typical selling process?

- A.4
- B.5
- C.6
- D.7
- E.8

**Answer:** B