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Introduction to Cisco Sales

Cisco 700-150

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Topic Break Down

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Topic 1, Cisco's Value Proposition	68
Topic 2, Cisco Architectural Approach	67
Topic 3, Cisco Sales Strategy	24
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QUESTION NO: 1

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

A. pricing schedules, service agreements, routes to market, and opportunity paradigms

B. offerings, pricing schedules, service agreements, and routes to market

C. offerings, routes to market, pricing schedules, and service agreements

D. offerings, markets, pricing methods, location, and routes to market

ANSWER: B

Explanation:

The Offering Pattern Reference Model includes **offerings, pricing schedules, service agreements, and routes to market**. This model provides a structured commercial view of how a Cisco offer is defined and brought to customers. The offering identifies the product, solution, service, or combined value proposition being made available. Pricing schedules establish the commercial pricing structure associated with that offer. Service agreements define the contractual service and support elements that can accompany it, helping ensure that the customer's lifecycle requirements are addressed. Routes to market identify the applicable sales and fulfillment paths, such as direct sales and partner-led channels.

Together, these elements help sales teams and partners consistently position, package, price, contract for, and transact Cisco solutions. This structure is especially important in Cisco's partner-centric selling model, where offers may be delivered through multiple channels and supported by recurring service relationships. Cisco's partner resources describe the importance of routes to market and partner-led delivery, while Cisco's services information explains the role of service agreements in supporting customer outcomes. See Cisco Partner Programs and Cisco Services.

QUESTION NO: 2

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

A. Research and Analyze

B. Customer Commitment

C. Design and Distribute

D. Analyze and Design

ANSWER: D

Explanation:

Analyze and Design is the Cisco Sales Cycle phase in which the seller turns discovery findings into a proposed solution and communicates its business value to the people who influence or approve the purchase. The business case connects the customer's identified challenges, desired outcomes, solution requirements, financial considerations, and expected return on investment. Presenting this case to relevant stakeholders is essential because a complex technology purchase commonly involves both business and technical decision-makers, each of whom needs to understand how the recommendation supports organizational priorities. This phase therefore combines analysis of the customer's environment and needs with design of an appropriate Cisco-based solution, then frames that solution in customer-focused business terms. It gives stakeholders the information needed to evaluate the proposed investment and advance toward a commitment decision. Cisco's partner sales resources emphasize value-based selling and helping customers connect technology recommendations to measurable business outcomes; see Cisco SalesConnect and Cisco's Partner Tools and Resources page.

QUESTION NO: 3

With Cisco ONE, what happens when a customer refreshes hardware?

A. The customer must purchase entirely new software licenses.

B. The customer can refresh or go to the next tier of hardware and port or upgrade software at no additional charge.

C. The customer can refresh hardware in the same tier and port software at no charge but must purchase new licenses for the next tier of hardware.

D. The customer can refresh hardware in the same tier and port software at no charge, or go to the next tier hardware and just pay the difference for their software.

ANSWER: B

Explanation:

With Cisco ONE, the customer can refresh or go to the next tier of hardware and port or upgrade software at no additional charge. Cisco ONE was designed around software portability and investment protection, separating the value of the software entitlement from the original hardware purchase. Consequently, when a customer replaces eligible hardware during a refresh cycle, the associated software can move to the replacement platform. The program also enabled an entitlement to be carried forward when moving to the next applicable hardware tier, rather than requiring the customer to repurchase the software merely because the physical device changed. This licensing approach supports technology refresh planning by preserving the customer's software investment and allowing the network infrastructure to evolve without introducing a separate software relicensing charge for the eligible refresh or tier transition. Cisco describes its software licensing strategy and the portability of software value across infrastructure lifecycles in its Cisco ONE licensing materials. See Cisco ONE Licensing and Cisco Software Licensing.

QUESTION NO: 4

Which services make up the Cisco Unified Wireless Network's Mobility Services Framework?

A. Guest Access, Security, Data, and Location

B. Guest Access, Security, Location, and Voice

C. Guest Access, Security, Data, and Voice

D. Guest Access, Data, Location, and Voice

ANSWER: B

Explanation:

Guest Access, Security, Location, and Voice is correct because these are the four service areas identified in the Cisco Unified Wireless Network Mobility Services Framework. The framework extends centrally managed WLAN connectivity into business-oriented mobility capabilities. Guest access enables controlled Internet or network access for visitors without providing the same privileges as internal users. Security applies consistent identity, authentication, policy, and access controls to wireless users and devices. Location services use wireless infrastructure data to determine or track the position of clients and assets, supporting operational awareness and location-based applications. Voice provides the wireless design and operational capabilities needed to support real-time communications, including roaming and quality-of-service treatment for voice traffic. Together, these services reflect Cisco's historical unified-wireless architecture: a common infrastructure that delivers secure access while supporting mobile users, guests, location-aware operations, and converged voice communications. Cisco's wireless controller documentation describes the controller-based WLAN architecture and its centrally delivered wireless services, while Cisco's wireless solution resources provide further context for secure mobility and location capabilities. See Cisco Wireless Controller Configuration Guide and Cisco Enterprise Wireless solutions.

QUESTION NO: 5

What is the purpose of Cisco Customer Experience services?

A. Helping customers realize value throughout the technology lifecycle

B. Replacing partner-delivered services with self-support only

C. Restricting customers to a single hardware refresh cycle

D. Providing product discounts without implementation guidance

ANSWER: A

Explanation:

Helping customers realize value throughout the technology lifecycle is correct. Cisco Customer Experience services help organizations plan, implement, adopt, operate, and optimize Cisco technologies in alignment with their intended business and technical outcomes.

Customer value is not limited to the purchase and installation of a product. It is realized as users adopt the solution, operations teams manage it effectively, and the technology supports the outcomes identified during the sales engagement. Cisco Customer Experience combines expertise, analytics, automation, and services to support this lifecycle approach. See Cisco Customer Experience.

QUESTION NO: 6

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

Explanation:

Migration Incentive Program, Opportunity Incentive Program, Teaming Incentive Program is correct because these are the Cisco partner discount programs that recognize distinct ways partners create value in a customer sales motion. The Migration Incentive Program supports qualified customer transitions to Cisco architectures and offers. The Opportunity Incentive Program is associated with identifying, developing, and registering eligible new sales opportunities, helping protect and reward a partner's investment in demand creation. The Teaming Incentive Program supports approved collaborative sales engagement, enabling partners to receive discounts when they work with Cisco and, where applicable, other authorized parties to pursue an opportunity. Together, these programs provide discount mechanisms aligned to migration, opportunity creation, and teaming activities rather than representing a general partner-status designation. Actual discount availability, eligibility, product coverage, registration requirements, and geographic applicability are governed by the relevant Cisco program terms and may change over time. Cisco's Deal Registration and incentive information describes the partner mechanisms used to recognize and reward registered opportunities and qualifying sales activity. See Cisco Deal Registration and Cisco Partner Programs.

QUESTION NO: 7

Which Cisco portfolio helps customers connect, secure, and automate their campus, branch, and wide-area networks?

A. Cisco Networking

B. Cisco Collaboration Devices

C. Cisco Observability

D. Cisco Compute

ANSWER: A

Explanation:

Cisco Networking is correct because the Cisco Networking portfolio includes the infrastructure, software, automation, assurance, and security capabilities used to connect users, devices, applications, and sites. It includes solutions for campus and branch switching, wireless, routing, SD-WAN, cloud management, and network operations.

In a sales conversation, the portfolio can be positioned as an architecture that helps customers improve operational agility, user experience, security, and resilience rather than as a collection of isolated devices. Cisco networking solutions support the changing requirements of hybrid work, cloud applications, and distributed operations. See Cisco Networking.

QUESTION NO: 8

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

Explanation:

Exclusivity is not a benefit associated with Cisco 1000 Series Integrated Services Routers. These branch-router platforms are designed to provide broadly deployable, integrated networking capabilities for small offices, enterprise branches, and distributed environments. Their value proposition centers on combining WAN and LAN connectivity, routing, security services, application visibility, and simplified deployment in a compact platform. Cisco describes the ISR 1000 Series as providing secure connectivity for branch locations while supporting integrated services and operational flexibility. The platform's benefits are therefore practical outcomes for customers: connecting users and sites, making branch-network deployment and management easier, and helping protect traffic and infrastructure through integrated security capabilities. "Exclusivity" does not describe a networking, operational, security, or business outcome delivered by the routers; it is not part of Cisco's stated ISR 1000 Series value proposition. Cisco product information is available at Cisco ISR 1000 Series Integrated Services Routers and in the Cisco ISR 1000 Series data sheet.

QUESTION NO: 9

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

Explanation:

"Increased productivity, reduced total cost of ownership, and scalability to the data center" accurately describes the principal business and operational benefits associated with Cisco Unified Computing System (Cisco UCS). Cisco UCS integrates computing, networking, and management into a unified architecture, helping IT teams use policy-based, centralized administration rather than managing server components individually. This operational model can accelerate provisioning and routine administration, which supports greater IT productivity and consistency. A unified design and simplified management

approach can also reduce infrastructure complexity and ongoing operating effort, contributing to a lower total cost of ownership. Cisco UCS is designed to scale from smaller deployments to enterprise data-center environments while maintaining consistent management and policy controls, enabling organizations to add compute capacity as workload requirements grow. These benefits are especially relevant to organizations modernizing data-center infrastructure, supporting virtualization, and operating private or hybrid cloud environments. Cisco describes UCS as a system that unifies compute, networking, and management to increase agility and simplify infrastructure operations. See the Cisco UCS product overview and Cisco Unified Computing and Servers overview.

QUESTION NO: 10

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:

Reflected in a business requirements document is the exception because it describes an administrative documentation outcome rather than an achievement or intrinsic characteristic of a business requirement. A business requirements document is an important artifact for capturing, communicating, validating, and managing requirements with stakeholders, but placing a requirement in that document does not itself establish the business direction, business need, or value that the requirement is intended to address. In Cisco's architecture and design approach, requirements work begins by understanding the business drivers and desired outcomes that shape solution decisions. Documentation provides traceability and agreement around those outcomes; it is a means of recording them, not the business achievement itself. Therefore, being reflected in a business requirements document is properly treated as a requirements-management activity, making it the requested exception. The Cisco Press CCDE material discusses the relationship between business requirements, business goals, and the documentation used to capture them: Cisco Press CCDE Chapter 1. Cisco's lifecycle methodology also emphasizes aligning technology planning with defined business requirements and outcomes: Cisco PPDIOO Network Lifecycle.

QUESTION NO: 11

One of the conferencing solutions for recording and streaming simplifies the process of capturing and sharing many types of content throughout your organization. Name the product.

A. Cisco TelePresence Content Server

B. Cisco TelePresence Exchange System

C. Cisco TelePresence Server

D. Cisco TelePresence Recording Server

ANSWER: A

Explanation:

Cisco TelePresence Content Server is correct because it was Cisco's purpose-built solution for recording, live streaming, storing, publishing, and managing video-based communications. It simplified the capture and distribution of content such as telepresence meetings, training sessions, executive communications, presentations, and other organizational video assets. Users could record sessions from compatible Cisco TelePresence endpoints and make the resulting content available through a web-based portal, supporting both on-demand playback and live viewing. This capability directly aligns with the

question's emphasis on making the capture and sharing of many kinds of organizational content easier. The platform also included content-management functions such as searchable recordings, access controls, metadata, and publishing workflows, helping organizations distribute video appropriately to internal audiences. Cisco positioned the product as a component of its broader collaboration and video portfolio, designed to extend the value of live conferencing beyond the attendees who joined the original meeting. Cisco's product documentation identifies the TelePresence Content Server as its recording and streaming platform; see the Cisco TelePresence Content Server data sheet and the Cisco TelePresence Content Server support page.

QUESTION NO: 12

How is creating and capturing business value achieved by Cisco?

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

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

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

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

ANSWER: D

Explanation:

Creating and capturing business value is achieved by determining the business priorities, business capabilities, and business solutions that enable the customer-defined outcomes. This approach begins with the customer's desired business result rather than with a product feature or technology specification. Cisco sellers and partners use discovery to understand the organization's strategic priorities, then identify the capabilities required to support those priorities, and finally align an architecture, solution, and services plan to measurable outcomes. That outcome-led process connects technology investments to business value, such as improved operational resilience, workforce productivity, customer experience, security posture, or innovation speed. It also makes the value proposition relevant to executive stakeholders because success can be framed in terms of the customer's own goals and metrics. Cisco describes its customer experience approach as helping customers realize intended outcomes throughout the technology lifecycle, including planning, implementation, adoption, and optimization. This reinforces that value is not limited to the initial sale; it is captured when the solution enables the outcomes the customer defined. See Cisco's Customer Experience overview and its digital business transformation resources.

QUESTION NO: 13

Cisco's software defined access allows customers to get network speed, security and peace of mind. Which of them is not one of the capabilities?

A. Secure from evolving threats

B. Limits the network access

C. Prepare for IoT growth

D. Adapt to mobile demands

ANSWER: B

Explanation:

Limits the network access is the capability that is not presented as a customer benefit of Cisco Software-Defined Access. Cisco Software-Defined Access is designed to make access more secure, automated, and policy-driven—not simply to restrict network access as a general outcome. It uses identity-based segmentation and centrally defined policy to ensure that users, devices, and applications receive appropriate connectivity based on business intent. This approach lets organizations

provide the right level of access while reducing operational complexity and maintaining consistent security across wired, wireless, and remote environments.

A key value of the solution is that access policy can follow users and devices as conditions change, supporting modern mobility, endpoint diversity, and IoT adoption. Security capabilities include segmentation, automated policy enforcement, and improved visibility, which help organizations respond to evolving risks without relying on manual, network-by-network configuration. Cisco describes Software-Defined Access as an intent-based networking architecture that automates user and device access and applies policy throughout the network. See Cisco's Software-Defined Access overview and its introduction to Cisco SD-Access for details.

QUESTION NO: 14

What is the primary purpose of a proof of concept in a Cisco sales opportunity?

A. to validate that a proposed solution can meet agreed customer requirements

B. to replace the customer discovery process

C. to establish the final contract price

D. to eliminate the need for implementation services

ANSWER: A

Explanation:

A proof of concept is used to validate that a proposed solution can meet agreed customer requirements in the customer's environment. It helps reduce technical and business risk by demonstrating relevant capabilities, integration, performance, or operational value before a broader deployment decision is made. A well-defined proof of concept includes measurable success criteria aligned to the customer's desired outcomes.

QUESTION NO: 15

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

ANSWER: A

Explanation:

Technical requirements are correct because they translate business needs into the specific solution parameters that must be satisfied for implementation and operation. These parameters commonly include infrastructure characteristics, supported protocols, interfaces, capacity, performance thresholds, availability, security controls, compatibility, and environmental constraints. In a Cisco sales discovery and solution-design discussion, documenting technical requirements lets the seller and technical team determine whether a proposed architecture, product set, and associated services can meet the customer's stated operating conditions. For example, a requirement for a defined number of users, a particular WAN bandwidth, secure remote access, integration with an existing platform, or a specified resiliency target is a parameter that guides technical validation and bill-of-materials design. Requirements-analysis guidance distinguishes solution requirements that describe needed capabilities and qualities from higher-level business objectives; technical requirements provide the detailed conditions needed to engineer and validate the solution. Cisco's architecture and design approach similarly emphasizes identifying technical constraints and operational requirements before selecting and deploying technology. See the International Institute of Business Analysis overview of requirements concepts at IIBA: What Is Business Analysis? and Cisco's network design resources at Cisco Network Design.

QUESTION NO: 16

What is a key value of Cisco Meraki cloud management for organizations with many distributed locations?

A. Centralized remote management of network infrastructure

B. Dedicated management servers at every branch

C. Manual configuration of each wireless access point

D. Elimination of all WAN connectivity requirements

ANSWER: A

Explanation:

Centralized remote management of network infrastructure is correct because the Cisco Meraki Dashboard enables administrators to configure, monitor, and troubleshoot supported networking products from a cloud-managed interface. This is especially valuable when locations have limited onsite IT resources.

Using a common dashboard helps organizations apply consistent configurations and policies across branches while gaining visibility into network health, alerts, devices, and usage. This can reduce operational complexity and speed deployment of new sites. See Cisco Meraki Dashboard.