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Cisco Renewals Manager (CRM)

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QUESTION 1

Which group of products are enterprise networking products?

A. WAN, LAN, Wireless

B. Routing, Switching, Access Points

C. iWAN, Viptela, Meraki

D. Salesforce, Box, AWS

Correct Answer: C

QUESTION 2

Which is the first step in a solutions-led sales approach?

A. present quote to customer

B. examine previous purchases

C. identify the latest technology release

D. understand the customer\\'s objectives

Correct Answer: C

QUESTION 3

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 4

Which statement best describes an Ask the Expert session?

A. A pre-recorded webinar from an expert

B. A hosted educational webinar with live expert Q and A

C. A 24-7 phone line providing expert advice

D. A one on one coaching engagement covering specific use cases

Correct Answer: D

QUESTION 5

What is the primary measurement of success for a Renewals Manager?

A. upsell percentage

B. percentage of contracts closed

C. renewal success rate

D. iARR rate

Correct Answer: C

QUESTION 6

Which two factors drive subscription value for customers? (Choose two)

A. up to date security protection

B. bundling of software and hardware

C. freeware offers

D. training access

E. continuous access to innovation

Correct Answer: C

QUESTION 7

Which critical task must be performed during the Qualification phase?

A. validate customer inventory

B. develop a Success Plan

C. quote delivery

D. Renewal Plan development

Correct Answer: A

QUESTION 8

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 9

What is the primary customer value of the Cisco Services Portfolio?

A. Services priced based on usage

B. Services packages tailored to specific customer needs

C. Customers can develop their own service offerings

D. On-call, 24/7 service technicians at all levels

Correct Answer: B

QUESTION 10

Which licensing model is the most complex for a customer to manage?

A. Managed service agreement

B. Subscription

C. Enterprise agreement

D. A La Carte

Correct Answer: D

QUESTION 11

Which approach should be applied when renewing a quote?

A. Product led approach

B. Solutions led approach

C. Reward led approach

D. Concerns led approach

Correct Answer: C

QUESTION 12

Which steps to develop a renewal quote are valid?

A. Identify the barriers to adoption, Ensure the customers is using the solution, Work with the Account Manager to create a Quote.

B. Identify the Item store new, Verify the Discounts, Confirm the Shipping address, Verify the Billing entity.

C. Ask the customer for Renewal data, Evaluate new requirement, Quote new services.

D. Position the new technology, create a Quote, Order the Quote.

Correct Answer: C

QUESTION 13

Which statement regarding which tools can be added as value to customer and partners is invalid?

A. Adopt on Scores which provide insight into how well customers are utilizing service and software they purchase

B. help manage Discounts for Quoting

C. gain insight into new and unique business prospects for your customers and expand sales potential

D. Trusted Data Source for Hardware Refresh and Software renewal insights

Correct Answer: C

QUESTION 14

Which of the Cisco Security product offerings focuses on identifying abnormal or suspicious network behaviors?

A. Meraki

B. Stealth watch

C. Tetration

D. App Dynamics

Correct Answer: B

QUESTION 15

Which strategy for successful renewal of service contracts calls for discussing changes in the network and identifying any uncovered add tons to the network?

A. validate the customer\\'s business needs

B. focus on benefits

C. lock in revenue streams through co-termination

D. explore up sell opportunities

Correct Answer: D

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