

# Cisco

## Exam 700-410

### Accelerating Cisco Partner Led Sales Excellence

Version: 5.0

[ Total Questions: 39 ]

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 5**

How many distinct stages are in the typical selling process?

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

**Answer: B**

**Question No : 6**

When should you use Cisco campaign and marketing resources available on Partner Marketing Central?

- A. When closing the deal. They provide the right closing arguments
- B. When prospecting. They help engage with prospects
- C. When qualifying. They assist in needs definition
- D. When proposing. They tell me what solutions to pitch

**Answer: B**

**Question No : 7**