

ISLEVER

# 700-410

Accelerating Cisco Partner Led Sales  
Excellence

DEMO

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**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**

**Explanation:**

**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**

**Explanation:**

**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**

**Explanation:**

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**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**

**Explanation:**

**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**

**Explanation:**

**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**

**Explanation:**

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**QUESTION NO: 7**

After you close your deal, which two steps should you take next to maximize this opportunity?

- A. Identify other opportunities to influence
- B. Talk to procurement or finance to make sure we get paid
- C. Ask about an opportunity for a press release or endorsement
- D. Make sure no contractual issue exists

**Answer: A,C**

**Explanation:**

**QUESTION NO: 8**

Which two reasons why you should "pick your battles" when going after accounts with large potential but where you have a low share of the potential are true? (Choose two)

- A. They require the same amount of time to go after.
- B. The competition will likely put up a big fight against a newcomer.
- C. They require a high-touch and are high risk\high return
- D. They already have Cisco gear installed

**Answer: A,B**

**Explanation:**

**QUESTION NO: 9**

On average, how much time can an exclusively phone-based sales person with 250 customers spend with each customer per month?

- A. 5 min
- B. 22 min
- C. 1h22min
- D. 3h15min

**Answer: B**

**Explanation:**