

Exam Questions 700-805

Cisco Renewals Manager

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NEW QUESTION 1

How does a Renewals Manager work with a Customer Success Manager and other Customer Success roles?

- A. by delegating all tasks to them
- B. by overseeing the team's performance and providing feedback
- C. by collaborating to understand customer goals and satisfaction
- D. by ensuring everyone works in clear silos with minimal interaction

Answer: C

NEW QUESTION 2

Which approach? (Choose the best answer.)

- A. Solutions-led approach
- B. Product-led approach
- C. Reward-led approach
- D. Concerns-led approach

Answer: A

NEW QUESTION 3

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

Answer: B

Explanation:

The statement that is invalid regarding which tools can be added as value to customer and partners is B. help manage Discounts for Quoting. This is because discounts are not a tool, but a pricing strategy that can be used to attract or retain customers, increase sales volume, or clear inventory. Discounts are not something that can be added as value to customer and partners, but rather something that can reduce the value or profit margin of the seller. Tools that can be added as value to customer and partners are those that can help them solve their problems, improve their performance, or enhance their experience. For example, some of the tools that Cisco offers to its customers and partners are:

Adopt on Scores: This tool provides insight into how well customers are utilizing service and software they purchase from Cisco. It helps customers measure their adoption progress, identify gaps and opportunities, and optimize their outcomes.

Trusted Data Source: This tool provides hardware refresh and software renewal insights for customers and partners. It helps them plan ahead, stay current, and reduce risks.

Business Insights: This tool provides data-driven insights into new and unique business prospects for customers and partners. It helps them discover new markets, segments, or opportunities, and expand their sales potential.

NEW QUESTION 4

A customer has many a la carte Enterprise Networking licenses and many Webex users. The customer wants to grow both groups and needs a compelling and simplified proposal. Which Cisco offer should be suggested to the customer?

- A. provide a discount for Enterprise Networking and Webex licenses
- B. propose to migrate to a perpetual model
- C. prepare a partner-branded managed service deal
- D. position an Enterprise Agreement

Answer: D

NEW QUESTION 5

How does Cisco define AT R?

- A. Contracts/subscriptions that are available to renew.
- B. ATR is the sum of RR and iARR, minus the attrition rate.
- C. Any customer agreement where attrition has been an issue.
- D. Contracts/subscriptions that have attrition terms revoked.

Answer: A

Explanation:

* A. Contracts/subscriptions that are available to renew.

Comprehensive and Detailed Explanation: According to the Cisco website¹, ATR stands for Available To Renew, which is defined as:

Contracts/subscriptions that are available to renew within a defined time period (usually 90, 180, or 365 days)

A key metric for measuring the renewal opportunity and performance

A report that shows the contract details, status, expiration date, product coverage, etc.

References:1: Cisco Renewals Manager - Cisco

NEW QUESTION 6

Which three financial metrics are critical in measuring subscription renewals? (Choose three.)

- A. Annual Recurring Revenue (ARR)

- B. Annualized Order Value (AOV)
- C. Net New Sales
- D. Training costs
- E. Renewal Rate
- F. Uptime

Answer: ADE

NEW QUESTION 7

What should be the key driver for the Renewals Manager's decisions and recommendations during the Renewals process?

- A. pricing and contract negotiation
- B. upsell and cross-sell opportunities
- C. customer business requirements
- D. market and industry trends

Answer: C

NEW QUESTION 8

What is the main purpose of CCW-R?

- A. to factor customer ATR, up sell and attrition
- B. to allow customers and partners to download renewal data
- C. to allow customers and partner store new software subscriptions and service contracts from one tool
- D. to capture partner and customer billing preferences

Answer: C

Explanation:

CCW-R stands for Cisco Commerce Software Subscriptions and Services, which is a tool that allows customers and partners to quote, order, and manage their service contracts and software subscriptions from one place. CCW-R enables users to create new or renew technical services and software subscription quotes, submit approved orders, and manage their contracts. CCW-R also provides features such as co-terming, contract alignment, service level changes, and deal discounts. CCW-R is designed to simplify the renewal process and enhance the customer experience

NEW QUESTION 9

What does iARR measure?

- A. our ability to monitor product utilization, and financial growth collectively
- B. our ability to increase renewal rates through pricing controls
- C. our ability to expand upon existing customer value
- D. our ability to internally align renewable resources

Answer: C

NEW QUESTION 10

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

Answer: B

Explanation:

The primary customer value of the Cisco Services Portfolio is that it offers services packages tailored to specific customer needs. The Cisco Services Portfolio is a comprehensive set of services that help customers achieve their IT vision and strategy, optimize their IT operations, and accelerate their business outcomes. The Cisco Services Portfolio includes four types of services: Support, Advisory, Optimization, and Training. Each type of service provides different levels of value and benefits to customers, depending on their needs and goals. Customers can choose the services that best suit their situation, budget, and expectations, and customize them to their specific use cases and scenarios. The Cisco Services Portfolio enables customers to get the most out of their Cisco products and solutions, as well as address their challenges and opportunities in a flexible and effective way.

NEW QUESTION 10

Which success indicator for a Renewals Manager is valid?

- A. increased deployment of licenses
- B. stabilized customer satisfaction scores
- C. new product introductions
- D. on-time renewal

Answer: D

NEW QUESTION 14

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

Answer: A

NEW QUESTION 17

When renewing a contract with a customer, which action is important?

- A. Start discussions once the contract has expired.
- B. Validate customers business needs.
- C. Do not offer any financing solutions.
- D. Propose only the most important part of the solution.

Answer: B

Explanation:

When renewing a contract with a customer, it is important to validate their business needs and ensure that the current solution is still meeting their expectations and goals. By validating their business needs, you can demonstrate your understanding of their situation, identify any gaps or challenges they are facing, and propose any improvements or enhancements that can add value to their experience. Validating their business needs can also help you build trust and loyalty with the customer, as well as uncover any opportunities for upselling or cross-selling additional products or services that can benefit them.

NEW QUESTION 22

What is the ideal licensing option?

- A. Standby License
- B. Smart License
- C. Classic PAK
- D. Right to Use

Answer: B

NEW QUESTION 24

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

Answer: D

NEW QUESTION 25

What is the goal of licensing at Cisco? (Choose the best answer.)

- A. Right to use
- B. Smart License
- C. Classic PAK
- D. Standby License

Answer: B

NEW QUESTION 28

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

Answer: C

NEW QUESTION 33

In addition to on-time renewals, on which two tasks should Renewal Managers focus? (Choose two.)

- A. the next customer and their needs
- B. opportunities for upsell
- C. developing a customer success story
- D. driving adoption
- E. renewing offer to a multiple-year contract

Answer: BE

NEW QUESTION 36

Which task should a Renewals Manager perform during the Prospect phase?

- A. Risk Assessment
- B. Risk Mitigation
- C. Review new opportunities
- D. Terms negotiation

Answer: A

NEW QUESTION 39

What is the implication of on-time renewals for an IT service provider company?

- A. Incentives will be paid.
- B. Customer satisfaction is improved.
- C. No disruption to recurring revenue.
- D. There is no significant impact if sales are on plan.

Answer: C

NEW QUESTION 40

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

Answer: D

NEW QUESTION 41

Which discussion point helps up sell a customer?

- A. Focus on what the customer already has covered on the network.
- B. Discuss changes in the network and identify any uncovered additions to the network.
- C. Focus on how much it will cost the customer.
- D. Discuss your prior ties and why you need the sale.

Answer: B

NEW QUESTION 44

What are Cisco's four steps to higher renewals?

- A. Investigate, Diversify, Personalize, Initiate a strategy
- B. Analyze, Implement, Regulate, Maintain consistency
- C. Align, Simplify, Automate, Build a practice
- D. Plan, Streamline, Digitize, Establish routine

Answer: C

NEW QUESTION 46

Who do Renewals Managers (RMs) work with?

- A. RMs work with account managers to drive ongoing revenue risk assessments and plays.
- B. RMs work with pre-sales engineers and build customer solutions.
- C. RMs work by themselves to develop a high level view customer requirements and objectives.
- D. RMs work with service delivery teams and monitor engagements.

Answer: A

NEW QUESTION 48

What is Practice Maturity?

- A. an evaluation of a partner's negotiation skills
- B. a compass of how a partner is performing against key Cisco priorities and outcomes, as well as against their peers
- C. a reflection of a partner's career length based on their employees' service duration
- D. a calculation of the number of deals won and lost

Answer: B

NEW QUESTION 50

Which task must a Renewals Manager perform early in the renewal process?

- A. risk assessment
- B. risk mitigation
- C. terms negotiation
- D. review new opportunities

Answer: A

NEW QUESTION 52

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

Answer: A

NEW QUESTION 53

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

Answer: D

Explanation:

one of the strategies for successful renewal of service contracts is to explore up sell opportunities, which means:

Discussing changes in the network and identifying any uncovered additions to the network

Recommending new or upgraded products or services that can enhance customer value and outcomes

Aligning with the account team on the up sell value proposition and proposal

References:2: Cisco Renewals Manager (700-805 CRM) Practice Exam - TestPrep

NEW QUESTION 54

What is the future state goal of licensing at Cisco?

- A. Smart License
- B. Standby License
- C. Classic PAK
- D. Right to use

Answer: A

NEW QUESTION 58

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