

**Exam Number/Code:**700-410

**Exam Name:**Accelerating Cisco Partner  
Led Sales Excellence

**Version:** Demo

<http://cert24.com/>

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