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Cisco Small and Medium Business Engineer

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Question: 1

Partners must understand one another's purpose and goal. What does Cisco consider its purpose?

- A. to maximize profits
- B. to power an inclusive future for all
- C. to dominate the market
- D. to limit global connectivity

Answer: B

Question: 2

Where does Cisco offer executive-level experiences for customers and partners to align and gain partner mindshare at the C-level?

- A. Cisco U
- B. CXCs
- C. LIVE
- D. NetAcad

Answer: B

Question: 3

Which selling concept represents an account manager selling a security solution that integrates with the customer's current Cisco networking solution?

- A. cross-selling
- B. multi-product selling
- C. upselling
- D. horizontal-selling

Answer: A

Question: 4

Which percentage of consumers consider a company's purpose when making a purchase decision?

- A. 50%
- B. 66%
- C. 75%
- D. 80%

Answer: D

Question: 5

On which three aspects is Cisco applying focus to change its sales approach? (Choose three.)

- A. long-term value
- B. solutions
- C. artificial intelligence
- D. product line
- E. relationships
- F. revenue

Answer: A, B, E



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