



# ExamsNest

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**Vendor: Cisco**

**Code: 700-750**

**Exam: Cisco Small and Medium Business Engineer ( SMBE )**

<https://www.examsnest.com/exam/700-750/>

**QUESTIONS & ANSWERS**

**DEMO VERSION**

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**DEMO VERSION**  
(LIMITED CONTENT)

## Version: 6.2

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### Question: 1

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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

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**Answer: B**

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Explanation:

Cisco's purpose is centered around creating a more inclusive future for all. This is reflected in their commitment to leveraging technology to address societal challenges, close the digital divide, and promote equality and social justice. Cisco actively works towards a sustainable and regenerative planet, emphasizing the importance of diversity, equity, and inclusion within and beyond the company. Their purpose goes beyond profit maximization or market dominance; it is about using their resources and influence to make a positive impact on society and the environment. Reference := Cisco's Purpose

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### Question: 2

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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

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**Answer: B**

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Explanation:

Cisco offers executive-level experiences for customers and partners at the Cisco Customer Experience Centers (CXC). These centers are designed to align and gain partner mindshare at the C-level by providing immersive experiences that promise executive insights, enriching content, and invaluable

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networking opportunities<sup>12</sup>. The CXCs serve as a platform for Cisco to showcase its commitment to partner success and customer satisfaction, as highlighted during events like the Cisco Partner Summit<sup>1</sup>. Reference :=

<https://blogs.cisco.com/partner/owning-exceptional-customer-experiences-together-with-our-partners-partner-summit-2022-recap>

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**Question: 3**

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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

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**Answer: A**

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Explanation:

Cross-selling refers to the practice of selling additional products or services to an existing customer. In the context of Cisco Small and Medium Business Engineer, when an account manager sells a security solution that integrates with the customer's current Cisco networking solution, it is considered cross-selling. This is because the security solution is complementary to the products the customer already uses, thereby providing an integrated and enhanced experience. Cross-selling is a strategic approach to provide customers with additional value, often leading to increased customer satisfaction and loyalty<sup>123</sup>. Reference :=

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**Question: 4**

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

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

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**Answer: D**

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Explanation:

A study conducted by Razorfish in conjunction with VICE Media found that 82% of consumers make purchase decisions with a brand's purpose in mind. This indicates that a significant majority of

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consumers consider a company's purpose when deciding whether to buy their products or services. The study highlights the importance of brand values and authenticity in influencing consumer behavior, with a particular emphasis on the impact of purpose-driven purchasing among younger generations like Gen Z.

Reference: = The Razorfish study titled "The Truths, Myths and Nuances Behind Purpose," which discusses changing consumer attitudes toward brand purpose and its role in purchase decisions<sup>1</sup>.

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**Question: 5**

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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

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**Answer: A,B,E**

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Explanation:

Cisco is focusing on long-term value, solutions, and relationships to change its sales approach. This shift is driven by the need to move away from a product-centric view to a more customer-centric approach, emphasizing the long-term benefits and solutions that meet specific customer needs. Building and maintaining strong relationships with customers is also a key aspect of this new approach, as it allows for a deeper understanding of customer challenges and the development of trust. This strategy aligns with the broader industry trend towards service and solution-oriented sales models. Reference :=

<https://www.businessinsider.com/cisco-is-changing-a-key-role-on-its-sales-team-2021-10>



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