

# **Cisco**

**700-250**

**Cisco Small and Medium Business Sales**

**Questions & Answers (Demo)**

# Version: 4.1

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**Question: 1**

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How are Cisco's SMB experiences designed to cater to the unique challenges and needs of SMBs?

- A. providing generalized training and support
- B. offering dedicated support lines and training modules specifically for SMB customers
- C. reducing confusion by limiting deployment options
- D. building SMB experiences around on-premises devices so internet outages do not affect productivity

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**Answer: B**

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Explanation:

Cisco's SMB experiences are tailored to address the unique challenges faced by small and medium businesses. These include limited IT resources, budget constraints, and the need for efficient and easy-to-manage solutions. To cater to these needs, Cisco provides dedicated support lines and training modules specifically designed for SMB customers. This approach ensures that SMBs receive focused and specialized assistance, which helps them effectively utilize Cisco's technology and maximize their investment. By offering these dedicated resources, Cisco enhances the overall experience for SMBs, enabling them to deploy and manage their IT infrastructure with greater confidence and efficiency.

Reference:

- Cisco SMB Solutions Overview
- Cisco SMB Support and Resources Documentation

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**Question: 2**

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With technological advancements progressing faster than ever, privacy has become a significant concern. What is Cisco's belief about privacy?

- A. It is a fundamental human right.
- B. It's important to security.
- C. It is optional.
- D. It is a business strategy.

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**Answer: A**

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Explanation:

Cisco firmly believes that privacy is a fundamental human right. This belief underpins their approach to developing and implementing security measures across their products and services. Cisco is committed to protecting the privacy of individuals and organizations by ensuring that their data is handled with the utmost care and in compliance with global privacy regulations. This stance on privacy drives Cisco to design their technologies with robust security features that safeguard user information and promote trust.

Reference:

- Cisco Trust Center
- Cisco Privacy Data Sheets and Policies

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**Question: 3**

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Which devices are considered cloud-first technology?

- A. Catalyst devices
- B. IP video endpoints
- C. Meraki devices
- D. HVAC Sensors

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**Answer: C**

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Explanation:

Meraki devices are considered cloud-first technology because they are designed to be managed through the cloud, providing centralized control and visibility over the network. This cloud-based approach simplifies the management of network infrastructure, making it more accessible and efficient for SMBs and enterprises alike. Meraki's cloud-first design allows for seamless updates, scalability, and real-time monitoring, which are crucial for modern IT environments. This contrasts with traditional on-premises devices that require more manual management and maintenance.

Reference:

- [Cisco Meraki Product Overview](#)
- [Cisco Meraki Cloud Management Documentation](#)

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#### **Question: 4**

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Which feature results in fewer cyberattacks and breaches for an organization?

- A. security products from multiple vendors
- B. large cybersecurity team

C. proactive security strategy

D. multi-cloud security platform

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**Answer: C**

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Explanation:

A proactive security strategy is essential for reducing the number of cyberattacks and breaches an organization faces. This approach involves anticipating potential security threats and taking measures to prevent them before they can cause harm. Elements of a proactive security strategy include continuous monitoring, regular vulnerability assessments, timely patching of software, employee training on cybersecurity best practices, and the implementation of advanced security technologies such as intrusion detection systems and automated threat response. By staying ahead of potential threats, organizations can significantly reduce their risk of cyberattacks and breaches.

Reference:

- Cisco Security Strategy Documentation
- Cisco Cybersecurity Reports

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**Question: 5**

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How are customers who have not spent any money in the last 12 quarters classified?

A. Renewed Logo

B. Stable Logo

C. New Logo

D. Dormant Logo

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**Answer: D**

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Explanation:

Customers who have not spent any money in the last 12 quarters are classified as "Dormant Logo." This classification helps businesses identify customers who have become inactive over a significant period. Understanding which customers fall into this category allows companies to develop targeted re-engagement strategies to win back their business. By identifying and addressing the needs of dormant customers, businesses can potentially reactivate these accounts and improve their overall customer retention rates.

Reference:

- Cisco Customer Classification Guidelines
- Cisco Sales Strategies Documentation