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Cisco Renewals Manager (CRM)

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QUESTION 1

Which licensing model represents the highest value?

A. Transactional

B. Subscription

C. Pay as you go

D. Enterprise Agreements

Correct Answer: D

QUESTION 2

During which activity of the renewal process would an RM provide an appropriate co- termination timeframe and gain required internal approvals?

A. deal strategy

B. billing

C. proposal build

D. quote delivery

Correct Answer: C

QUESTION 3

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

Correct Answer: B

QUESTION 4

Which service offering assists the customer in preparing for emerging industry trends?

A. Training

B. Trending Technical

C. Advisory

D. Managed

Correct Answer: B

QUESTION 5

Which steps to develop a renewal quote are valid?

A. Identify the barriers to adoption, Ensure the customers is using the solution, Work with the Account Manager to create a Quote.

B. Identify the Item store new, Verify the Discounts, Confirm the Shipping address, Verify the Billing entity.

C. Ask the customer for Renewal data, Evaluate new requirement, Quote new services.

D. Position the new technology, create a Quote, Order the Quote.

Correct Answer: C

QUESTION 6

Which three financial metrics are critical in renewing subscriptions? (Choose three.)

A. net new sales

B. annual re curing revenue

C. close rate

D. training costs

E. renewal rate

Correct Answer: BDE

QUESTION 7

How does Cisco define Business Critical Services?

A. subscription-based services covering the lifecycle of a technology

B. Pay-as-you-go, services covering business-critical functions

C. hardware replacement

D. Pay-as-you-go, technology-based services

Correct Answer: A

QUESTION 8

What is the primary measurement of success for a Renewals Manager?

A. upsell percentage

B. percentage of contracts closed

C. renewal success rate

D. iARR rate

Correct Answer: C

QUESTION 9

What is the Cisco definition of a Reusable Non-Standard Discount (RNSD)?

A. A discount applied to Cisco products and/or service list pricing and for a continual or ongoing basis.

B. A limited time discount applied to Cisco products and/or services.

C. A priority discount applied to third-party products for perpetuity.

D. A discount applied to refurbished or reused Cisco hardware that includes service contracts.

Correct Answer: B

QUESTION 10

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.

Correct Answer: D

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