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## Cisco 700-750 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Exploring Platforms: Role and capabilities of platforms that boost customer experiences is the focal point of this topic. The topic also explains different options for deployment and product associations within platforms, APIs, assessment of SaaS application impacts and insights, and automation integration.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Implementing SMART IT: It discusses the interpretation of data to extract meaningful insights for informed decision-making. It also explains Cisco's smart portfolio and cross-selling and upselling strategies for the smart SMB market. Real-world use cases that demonstrate the benefits of smart solutions are also discussed in this topic.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Securing the Modern Workplace: In this topic, sub-topics related to digital security solutions for SMBs, physical security and environmental solutions, different techniques for cross-selling and upselling secure solutions are present. It also discusses how to apply secure solutions across different industries and verticals.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>Enabling People, Enhancing Workspaces: It examines tactics for enabling employees to maximize their potential and methods of enhancing physical and digital workspaces. Moreover, the topic explores how to empower IT teams to facilitate efficient operations.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>Adapting to Remote Workforce Experiences: Its primary focus is on difficulties faced by SMBs with remote or distributed teams. Evaluation of experiences, products, and opportunities is also discussed. Moreover, the topic discusses different strategies for cross-selling and upselling in the remote SMB market, and examines various remote solutions in different industries and verticals.</li></ul>
Topic 6	<ul style="list-style-type: none"><li>Understanding Business Value Demonstrations (BVDs): The significance of Business Value Demonstrations is discussed in this topic. It also discusses those tools which ensure outstanding presales engagements. Moreover, the topic focuses on the demo platforms and their application in SMB scenarios. Lastly, it measures skills to use odCloud, Topology Builder.</li></ul>

Topic 7	<ul style="list-style-type: none"> <li>Partnership Opportunities with Cisco: This topic covers the market trends influencing the SME sector, the differentiation of partner roles and types within the Cisco ecosystem and Cisco's partner strategy and its alignment with SMB objectives. It also discusses different opportunities and service-centric approaches for Managed Service Providers.</li> </ul>
Topic 8	<ul style="list-style-type: none"> <li>Exploring SMB Experiences: This topic assesses major benefits of Cisco SMB experiences and those specific solutions which can be implemented in these experiences. Furthermore, the topic explains how SMBs can leverage different experiences of Cisco SMB to their full advantage.</li> </ul>

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## Cisco Small and Medium Business Engineer Sample Questions (Q26-Q31):

### NEW QUESTION # 26

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. upselling
- C. multi-product selling
- D. horizontal-selling

**Answer: A**

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>. References :=

### NEW QUESTION # 27

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

- A. LIVE
- B. CXC's
- C. Cisco U
- D. NetAcad

**Answer: B**

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 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>. References :=

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

### NEW QUESTION # 28

Which optional Cisco product enhances workspaces within Remote SMB?

- A. Meraki Cameras
- B. Catalyst Access Point
- C. XDR
- D. ISR 900

**Answer: A**

Explanation:

Meraki Cameras are part of Cisco's cloud-managed solutions that enhance remote SMB workspaces by providing security and connectivity. These cameras can be integrated into the network for monitoring and security purposes, offering a flexible and scalable solution that supports the needs of remote workers<sup>1</sup>.

References = 1

<https://www.cisco.com/c/en/us/solutions/small-business/secure-remote-workers.html>

### NEW QUESTION # 29

What must a hybrid SMB technology solution have?

- A. specific desk for each employee when they visit the office
- B. zero trust identity-based access
- C. single vendor collaboration infrastructure
- D. separate security policy for wired and wireless users

**Answer: B**

Explanation:

A hybrid SMB technology solution must prioritize security, especially in a landscape where remote work is prevalent. Zero trust identity-based access is a security model that requires all users, whether inside or outside the organization's network, to be authenticated, authorized, and continuously validated for security configuration and posture before being granted or keeping access to applications and data. This approach aligns with the modern needs of SMBs to provide secure access to their resources in a hybrid environment, where users are accessing systems both on-premises and remotely. It ensures that only authenticated and authorized users and devices can access applications and data, thereby reducing the attack surface and providing a more secure IT environment.

References: = Insights from the Spiceworks article on the importance of hybrid cloud for SMBs<sup>1</sup>, and Cisco's discussion on hybrid workforce solutions for SMBs, which emphasizes the need for secure access in a hybrid work environment<sup>2</sup>.

### NEW QUESTION # 30

How does Cisco empower SMBs to leverage market trends?

- A. By limiting access to new technologies
- B. By offering competitive pricing only
- C. By providing tailored technological solutions
- D. By reducing their market presence

**Answer: C**

Explanation:

Comprehensive and Detailed In-Depth Explanation: Cisco empowers SMBs to leverage market trends by providing tailored technological solutions that address evolving needs like hybrid work, cybersecurity, and digital transformation. Products like Cisco Meraki (cloud-managed networking), Webex (collaboration), and Umbrella (security) are designed with SMBs in mind—offering simplicity, scalability, and affordability to capitalize on trends such as remote work or cloud adoption. Cisco's SMB strategy includes partner enablement (e.g., SMB Specialization) and tools like Business Value Demonstrations, ensuring solutions fit specific SMB goals, whether it's enhancing customer experiences or improving operational efficiency. This approach helps SMBs stay competitive in a dynamic market.

\* A. By offering competitive pricing only: While pricing is a factor, Cisco's empowerment goes beyond cost, focusing on technology value and outcomes, not just affordability.

