



**Vendor:** Cisco

**Exam Code:** 700-410

**Exam Name:** Accelerating Cisco Partner Led Sales  
Excellence for Validating Knowledge (PTACCLRT)

**Version:** DEMO

**QUESTION 1**

On average, how much time can an exclusively phone-based sales person with 250 customers spend with each customer per month?

- A. 5 min
- B. 22 min
- C. 1h22min
- D. 3h15min

**Answer: B**

**QUESTION 2**

How do you decide whether to "farm" rather than "hunt" your accounts?

- A. When they have a broad spectrum of size of potential and a small share of potential
- B. When you know their procurement manager
- C. When they have a medium to large share of the potential & a broad spectrum of size of potential
- D. When you are trying to increase revenues

**Answer: A**

**QUESTION 3**

How many hours a month can a typical sales account manager with 50 customers spend with each customer?

- A. 1h20min
- B. 2h10min
- C. 3h35min
- D. 4h

**Answer: B**

**QUESTION 4**

Your territory has 3,000 accounts. After the direct accounts are taken out, you still have 2,100 accounts in your territory. The main vertical is healthcare, where you have very little presence. The second vertical is financial services, which is a vertical you specialize in. The third vertical is manufacturing, where you have done some business. Where would you focus your efforts during the planning phase?

- A. Healthcare (1,200 accounts - 10 accounts are yours)
- B. Financial services (600 accounts - 100 accounts are yours)
- C. Manufacturing (300 accounts - 30 accounts are yours)
- D. Getting more information on size and share of potential within each vertical so I can invest my available selling time most effectively
- E. All 3 verticals

**Answer: D**

**QUESTION 5**

For which type of customer do you "cast the net wide"?

- A. Small to medium size of potential and small share of potential
- B. Medium to high size of potential and medium share of potential
- C. Large potential and large share of potential
- D. Small size of potential and large share of potential

**Answer:** A

**QUESTION 6**

You are already selling into a large account in your territory. You have successfully sold a number of technologies, but you are trying to refresh & grow revenues with this customer. Which two approaches will help you to succeed? (Choose two)

- A. Develop a strategy to fend off the competition
- B. Determine technology refresh rates through account analytics
- C. Continue to sell-in new Cisco solutions
- D. Complete last year plan elements you missed out

**Answer:** AC

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