Cisco Renewals Manager (700-805 CRM)

Cisco 700-805

Version Demo

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QUESTION NO: 1

In addition to on-time renewals, on which two tasks should Renewal Managers focus? (Choose two.)

A. the next customer and their needs

B. opportunities for upsell

C. developing a customer success story

D. driving adoption

E. renewing offer to a multiple-year contract

ANSWER: B E

Explanation:

Renewal Managers should focus on **opportunities for upsell** and **renewing offer to a multiple-year contract**, in addition to securing renewals on time. A renewal engagement is a valuable commercial conversation: the customer is reassessing its entitlements, operational requirements, and future technology plans. Identifying an appropriate upsell at that point helps align the customer's coverage, capabilities, and support with evolving needs while increasing the value of the customer relationship. Cisco's recurring-revenue and lifecycle approach treats renewal motions as opportunities to expand the customer's solution consumption, not simply preserve an existing transaction.

Encouraging a multiyear renewal is also a core renewal-management outcome. A multiyear agreement provides customers with continuity of coverage and greater predictability for budgeting and service planning. For the partner and Cisco, it improves revenue visibility, reduces the frequency of transactional renewal activity, and supports a more strategic long-term relationship. These activities directly complement a timely renewal by improving both retention quality and the lifetime value of the installed base. Cisco describes its renewals resources and lifecycle practices at Cisco Renewals and provides partner guidance for recurring-revenue customer engagements through Cisco Partner Programs.

QUESTION NO: 2

Which case represents a risk of renewal where a mitigation analysis will help obtain a more desired outcome?

A. The adoption rate is 50% below the expected level, and the renewal plan is six months before the expiration date.

B. There are no open incidents 30 days before renewal dates.

C. Customer is willing to subscribe to a recommendation case to be publicly communicated.

D. The health index of a customer is over expected targets with no red flags.

ANSWER: A

Explanation:

The adoption rate is 50% below the expected level, and the renewal plan is six months before the expiration date represents a meaningful renewal risk because realized customer value is a central driver of a customer's willingness to renew. A substantial adoption gap can indicate that entitled capabilities are not being used, users have not been enabled, deployment has stalled, or the solution is not yet aligned with the customer's intended outcomes. With six months remaining, the renewals team has adequate time to conduct mitigation analysis: identify the source of the adoption shortfall, validate stakeholders and success criteria, establish a recovery plan, and engage the appropriate Cisco or partner resources. The goal is to improve utilization and demonstrate measurable value before the commercial renewal conversation becomes urgent. Cisco's customer-experience approach emphasizes proactive lifecycle engagement and helping customers realize value from their technology investments, both of which support early identification and remediation of adoption risk. See Cisco's Success Tracks overview and Customer Experience services overview. In this situation, mitigation is actionable and can directly improve the likelihood of a successful, value-based renewal outcome.

QUESTION NO: 3

Which two conditions can indicate a need for renewal-risk mitigation? (Choose two.)

A. A key customer sponsor has left the organization.

B. The customer has not achieved expected solution adoption.

C. The renewal quote has been accepted before expiration.

D. The customer has confirmed its purchase order will be issued.

E. The customer has documented successful business outcomes.

ANSWER: A B

Explanation:

A key customer sponsor has left the organization and **the customer has not achieved expected solution adoption** are both renewal-risk indicators. The departure of an executive sponsor can leave the renewal without an internal advocate and may require the account team to identify and engage new stakeholders. Low adoption can indicate that the customer is not receiving the intended value from the solution, creating a need for a recovery plan, customer-success engagement, or additional enablement.

Risk mitigation is most effective when these conditions are identified early enough for the account team to validate the issue, assign actions, and demonstrate value before the renewal decision. Cisco's Customer Experience model is focused on adoption, value realization, and lifecycle outcomes. See Cisco Customer Experience.

QUESTION NO: 4

What is the ideal licensing option?

A. Standby License

B. Smart License

C. Classic PAK

D. Right to Use

ANSWER: B

Explanation:

Smart License is the ideal licensing option because Cisco Smart Licensing centralizes entitlement management for an organization. Rather than tying software rights to individual product-activation keys or requiring manual tracking for each device, it provides a common account-based model for viewing, assigning, transferring, and reporting license consumption. This improves visibility into deployed entitlements and helps customers maintain an accurate view of their software assets during renewals, expansion, hardware replacement, and organizational changes. Smart Licensing is managed through Cisco Smart Software Manager, where customers can organize entitlements using virtual accounts and control access through designated administrators. Those capabilities make it particularly suitable for a renewals-management context: the customer and Cisco partner can identify active license usage, understand available entitlements, and plan renewal coverage more efficiently. Cisco describes Smart Licensing as a unified license-management system that enables customers to purchase, deploy, track, and manage licenses across their Cisco portfolio. For further details, see Cisco's Smart Licensing overview and the Cisco Smart Software Manager portal.

QUESTION NO: 5

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.

ANSWER: B

Explanation:

Discuss changes in the network and identify any uncovered additions to the network. This is the most effective upsell discussion because it is grounded in the customer's current environment, operational changes, and evolving business requirements. A renewal conversation should not be limited to the assets and coverage that existed when the original agreement was purchased. By reviewing additions such as newly deployed hardware, expanded sites, new software capabilities, or changed support needs, the renewals manager can identify genuine gaps between the customer's installed base and its support or service coverage.

This approach creates value for the customer: it helps maintain consistent support, improves readiness for technical issues, and aligns coverage with the network actually in use. It also makes the commercial discussion consultative rather than sales-led, because the recommendation follows from a documented change in the customer's environment. Cisco describes lifecycle services as helping customers plan, deploy, manage, support, optimize, and refresh technology throughout its lifecycle. Identifying uncovered additions is a practical way to align those services to the customer's changing installed base and support requirements. See Cisco Services portfolio and Cisco Customer Experience.

QUESTION NO: 6

How does the Renewals Manager integrate with the sales team?

A. by overseeing all technical support issues

B. by collaborating on customer retention and renewal strategies

C. by directing the overall operations of the team

D. by handling all financial transactions

ANSWER: B

Explanation:

The Renewals Manager integrates with the sales team by collaborating on customer retention and renewal strategies. This role connects customer-success objectives with commercial execution: it works with account teams to identify upcoming renewal opportunities, understand customer usage and business outcomes, address adoption or value gaps, and coordinate an appropriate renewal motion. Effective collaboration helps ensure that customers receive consistent engagement before contract expiration, that renewal forecasts are accurate, and that account teams can identify opportunities to preserve, expand, or adjust the customer relationship based on evolving needs.

This is aligned with Cisco's customer-experience approach, which emphasizes helping customers realize value throughout the technology lifecycle rather than treating the transaction as an isolated event. A Renewals Manager therefore partners closely with sales personnel on account planning, stakeholder engagement, risk identification, and retention activities. The shared objective is sustained customer value and a successful renewal outcome, supported by timely communication and coordinated account coverage. Cisco describes its lifecycle-focused customer experience at Cisco Customer Experience and provides information about customer-success practices at Cisco Customer Success.

QUESTION NO: 7

An important Cisco customer has a large number of individual licenses for Cisco One in Enterprise Networking and engages many Webex users. The customer has expressed the intention to grow both groups and needs a compelling and simplified proposal.

Which Cisco offer represents the best value for the customer?

A. Propose to migrate to perpetual model.

B. Suggest as implied discount DSA with the total of licenses from each product Cisco One and Webex.

C. Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan.

D. Prepare a Partner Branded Managed Service deal.

ANSWER: C

Explanation:

Ask Cisco team to engage into a Smart Account or Enterprise Agreement and propose a creation of a Customer Success Plan. This is the best fit because the customer is already using offerings across Enterprise Networking and Webex and intends to expand both. A Cisco Enterprise Agreement provides a simplified, enterprise-wide subscription and purchasing framework that can consolidate eligible Cisco software and services into a more manageable commercial arrangement. It supports predictable budgeting and reduces the administrative effort associated with managing many individual licenses as usage grows. A Smart Account provides the customer with centralized visibility and administration of software entitlements, enabling licenses to be organized and managed across the organization rather than handled as disconnected individual purchases. A Customer Success Plan complements the commercial and entitlement model by establishing adoption, lifecycle, and value-realization activities, helping the customer gain ongoing value as it expands its networking and collaboration deployments. Together, these elements address the stated needs for growth, simplification, and a compelling long-term proposal. Cisco describes Enterprise Agreements as a flexible way to simplify software purchasing and management; see Cisco Enterprise Agreement. For centralized entitlement administration, see Cisco Smart Accounts.

QUESTION NO: 8

Which three activities are normally completed during proposal build? (Choose three.)

A. Select the eligible items to renew

B. Confirm the proposed term and co-termination approach

C. Obtain required commercial approvals

D. Close all customer support cases

E. Transfer the customer to a new sales territory

ANSWER: A B C

Explanation:

Select the eligible items to renew, **confirm the proposed term and co-termination approach**, and **obtain required commercial approvals** are proposal-build activities. The Renewals Manager must ensure that the proposal includes the correct renewable entitlements and quantities. The proposed term and any co-termination structure must align to the customer's requirements and applicable offer rules. Commercial, pricing, or exception approvals must be completed before a compliant proposal is delivered to the customer.

Proposal build turns the agreed renewal strategy into an accurate, commercially authorized customer offer. Cisco Commerce Workspace supports partners in configuring, pricing, quoting, and ordering Cisco offers. See Cisco Commerce Workspace.

QUESTION NO: 9

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

A. net new sales

B. annual recurring revenue

C. close rate

D. training costs

E. renewal rate

ANSWER: B C E

Explanation:

Annual recurring revenue, close rate, and renewal rate are critical measures for managing a subscription-renewal business. Annual recurring revenue quantifies the recurring value that is retained or potentially expanded through renewals, making it central to forecasting the health and durability of the subscription base. Cisco identifies recurring revenue as an important component of its business model and reports related performance measures to help stakeholders understand ongoing customer relationships and revenue visibility. See Cisco's annual reports and proxy information.

Close rate measures the proportion of renewal opportunities that are successfully closed. This lets renewal teams assess execution effectiveness, evaluate opportunity quality, and identify where actions such as earlier engagement, partner coordination, or customer-value discussions can improve outcomes. Renewal rate measures the share of eligible subscriptions that renew and is a direct indicator of retention. Together, renewal rate and close rate show the operational success of the renewal motion, while annual recurring revenue expresses its financial impact. Cisco's subscription offerings are designed around recurring software, support, and service value; its approach to customer success and lifecycle value is described at Cisco Customer Success. Tracking these measures enables reliable forecasting and supports decisions that protect and grow recurring revenue.

QUESTION NO: 10

Which task is the responsibility of the Renewals Manager?

A. billing recurring revenue contracts

B. managing recurring revenue risk

C. driving adoption of specific technologies

D. managing the Success Plan

ANSWER: B

Explanation:

Managing recurring revenue risk is the Renewals Manager's core responsibility. This role maintains visibility into the recurring-revenue install base and renewal pipeline, identifies contracts that may not renew, and coordinates timely actions to protect retention and renewal outcomes. In practice, this includes monitoring upcoming renewal dates, assessing commercial and customer-health risks, engaging the appropriate account and customer-experience stakeholders, and ensuring renewal opportunities receive the attention needed before coverage lapses. The focus is therefore on preserving and growing the value of recurring customer relationships through disciplined renewal management, including risk identification, forecasting, and execution.

Cisco's Customer Experience approach emphasizes lifecycle engagement and helping customers realize continuing value from their Cisco solutions, which supports retention and recurring outcomes. Cisco's partner programs also frame customer experience as an ongoing lifecycle motion in which partners build capabilities around adoption, success, and renewal-related customer value. These lifecycle principles make proactive management of renewal exposure and recurring-revenue risk an essential Renewals Manager function. See Cisco Customer Experience and Cisco Partner Customer Experience.

QUESTION NO: 11

Which three items should a Renewals Manager validate during qualification of a renewal opportunity? (Choose three.)

A. Installed-base entitlement data

B. Contract end dates

C. Customer ownership information

D. Individual engineer utilization targets

E. Competitor employee compensation plans

ANSWER: A B C

Explanation:

Installed-base entitlement data, **contract end dates**, and **customer ownership information** are important qualification inputs. The Renewals Manager needs an accurate view of the products, subscriptions, services, quantities, and coverage associated with the opportunity. Contract end dates establish the renewal timeline and allow the team to prioritize timely engagement. Customer ownership information confirms the appropriate legal entity, customer contacts, and account alignment.

Validating these items creates a dependable foundation for the renewal plan, customer engagement, quote development, and risk assessment. Cisco provides renewal and commerce resources for partners through Cisco Renewals and Cisco Commerce Workspace.

QUESTION NO: 12

Which two outcomes drive the value of subscriptions for customers? (Choose two.)

A. Consulting services

B. continuous access to innovation

C. bundling of software and hardware

D. Access to the latest capabilities

E. freeware offers

ANSWER: B D

Explanation:

“continuous access to innovation” and “Access to the latest capabilities” are the customer outcomes that define the ongoing value of a subscription model. Rather than receiving a static product at a single point in time, a subscriber can benefit as the vendor develops and delivers enhancements throughout the subscription term. This helps customers keep their technology current, adopt new functionality as needs evolve, and gain value beyond the initial deployment. Cisco describes its software subscriptions as providing customers with access to innovation and ongoing software capabilities, supporting an approach in which technology can be continuously updated to address changing business and operational requirements. This recurring delivery of capabilities is central to the subscription value proposition: customers can use the newest eligible features and innovations without treating every advancement as a separate, one-time purchase. For Cisco renewals conversations, these outcomes help position renewal as the continuation of business value, capability evolution, and technology currency. Cisco’s subscription portfolio overview discusses the role of subscriptions in delivering software innovation and flexibility, while Cisco’s customer experience materials describe how lifecycle value is sustained through continued access, adoption, and evolution of Cisco solutions. See Cisco Software Subscriptions and Cisco Customer Experience.