



Cisco Small and Medium Business Sales (700-250)

Exam Description: Cisco Small and Medium Business Sales (SMBS 700-250) is a 90-minute exam associated with the Cisco Small and Medium Business Sales Specialization. This exam certifies a candidate's knowledge of the challenges and opportunities that the SMB sector presents, and strategies to leverage Cisco's innovative solutions effectively including Cisco's offerings, partner strategies, solution portfolios, and marketing tactics. The course, Cisco Small and Medium Business Sales Specialization, helps candidates to prepare for this exam.

The following topics are general guidelines for the content likely to be included on the exam. However, other related topics may also appear on any specific delivery of the exam. To better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

- 10%** **1.0** **Partnership Opportunities with Cisco**
 - 1.1 Understand market trends influencing the SME sector
 - 1.2 Differentiate partner roles and types within the Cisco ecosystem
 - 1.3 Understand Cisco's partner strategy and its alignment with SMB objectives
 - 1.4 Understand Managed Service Provider opportunities and service-centric approaches

- 10%** **2.0** **Enabling People, Enhancing Workspaces**
 - 2.1 Examine strategies for enabling employees to maximize their potential
 - 2.2 Understand methods of enhancing physical and digital workspaces
 - 2.3 Understand how to empower IT teams to facilitate efficient operations

- 10%** **3.0** **Exploring SMB Experiences**
 - 3.1 Analyze the key benefits that Cisco SMB experiences offer
 - 3.2 Understand specific solutions within Cisco SMB experiences and their functionalities
 - 3.3 Understand how SMBs can leverage Cisco SMB experiences to their advantage

- 10%** **4.0** **Navigating Hybrid Workforce Experiences**
 - 4.1 Recognize the increasing importance of hybrid workforce experiences
 - 4.2 Recognize how hybrid experiences cater to the needs of SMBs
 - 4.3 Determine cross-selling and upselling strategies tailored for the SMB market
 - 4.4 Understand the application of hybrid solutions across diverse industries and verticals

- 10%** **5.0** **Adapting to Remote Workforce Experiences**
 - 5.1 Identify challenges faced by SMBs with remote or distributed teams
 - 5.2 Evaluate experiences, products, and opportunities
 - 5.3 Determine strategies for cross-selling and upselling in the remote SMB market
 - 5.4 Examine remote solutions in various industries and verticals

- 10%** **6.0** **Securing the Modern Workplace**
 - 6.1 Understand digital security solutions tailored for SMBs
 - 6.2 Understand physical security and environmental solutions
 - 6.3 Determine strategies to cross-sell and upsell secure solutions
 - 6.4 Analyze the application of secure solutions across different industries and verticals

- 10%** **7.0** **Implementing SMART IT**
 - 7.1 Interpret data to extract meaningful insights for informed decision-making
 - 7.2 Understand Cisco's smart portfolio
 - 7.3 Determine cross-selling and upselling strategies for the smart SMB market
 - 7.4 Recognize real-world use cases that demonstrate the benefits of smart solutions

- 10%** **8.0** **Enhancing Application Performance**
 - 8.1 Understand Cisco's role in ensuring application security, accessibility, and resiliency
 - 8.2 Identify key applications relied upon by SMBs
 - 8.3 Determine positioning strategies for Cisco offerings within SMB accounts
 - 8.4 Recognize case studies and success stories that showcase application performance

- 10%** **9.0** **Mastering Cisco's Go-to-Market Strategies**
 - 9.1 Understand Cisco's go-to-market strategies tailored for SMBs
 - 9.2 Identify essential marketing tools and resources available to support SMB initiatives
 - 9.3 Understand the importance of the customer experience in business expansion
 - 9.4 Leverage digital marketing resources

- 10%** **10.0** **Exploring MSP and Services Opportunities**
 - 10.1 Understand MSP and services opportunities within Cisco's offerings
 - 10.2 Understand the process of building an effective MSP practice
 - 10.3 Describe different models for creating and consuming services
 - 10.4 Understand buying and pricing programs