

Cisco 700-651 Collaboration SaaS Account Manager Prep

Cisco 700-651 2026. SaaS collaboration sales, Webex positioning, and customer proposal strategies.

IT Certifications Instructor: Brian Mitchell • 5 sections • 42 lessons • 12.75h total

[View this course online](#) [Browse all courses](#)

About this course

The Cisco 700-651 exam focuses on the Collaboration SaaS Account Manager role, testing your knowledge of Cisco's cloud collaboration portfolio and sales strategies. This course breaks down the key exam topics into practical scenarios you will encounter. We cover everything from core product positioning to navigating customer objections.

You will learn how to articulate the value of Webex, contact center solutions, and hardware offerings to potential clients. We include guides for building proposals, downloadable templates for customer discovery, and real case study analysis from successful SaaS deals. Each lesson helps you learn the material and apply it to your role.

Course curriculum

Foundations: The 700-651 Exam and SaaS Landscape

- **Decoding the 700-651 Exam Blueprint (12m)**
We'll walk through the official exam topics so you know exactly what to focus on. Learn the structure and key areas to master from day one.
- **Why Collaboration SaaS Matters Now (8m)**
Understand the market drivers for cloud collaboration. This lesson sets the context for why customers are moving to SaaS models.
- **Cisco's Collaboration Portfolio at a Glance (18m)**
Get a high-level overview of the entire portfolio. We'll map products to customer needs so you can think like an account manager.
- **The Account Manager's Role in a SaaS World (15m)**
Learn how the SaaS Account Manager role differs from traditional sales. Includes a downloadable checklist for key responsibilities.
- **Key SaaS Terminology for Cisco Professionals (10m)**
Master the essential terms like ARR, churn, and customer lifetime value. This is a problem-solving session on the language of the exam.
- **Setting Up Your Study Plan for Success (7m)**
A step-by-step guide to structuring your study time. We'll show you how to balance theory with practical application.
- **Navigating the Cisco Partner Ecosystem (14m)**
Understand the role of partners in SaaS deals. Real case study analysis on how to leverage partner resources effectively.

Core Concepts: Webex and Cloud Solutions

- **Positioning Webex Meetings and Events (22m)**
Learn how to articulate the core benefits of Webex. Includes a downloadable template for a customer discovery call.
- **Webex Calling: From PBX to the Cloud (25m)**
We'll show you how to explain the shift to cloud calling. A real-world case study on a successful UC migration.
- **Webex Messaging and Team Collaboration (16m)**
Positioning persistent messaging and spaces. This lesson covers common customer questions and how to answer them.
- **Webex Devices: Hardware for Hybrid Work (20m)**
A step-by-step guide to selecting and selling Webex devices. Learn the key differentiators for **BYOD** and personal devices.
- **Introduction to Webex Contact Center (18m)**
Understand the basics of the cloud contact center offering. We'll cover the key value propositions for customer service teams.

- **Webex Control Hub: The Single Pane of Glass (12m)**
Learn why the management portal is a key selling point. A practical walkthrough of common administrative tasks.
- **Licensing Models: User vs. Account Based (28m)**
A deep dive into how Cisco licenses its SaaS products. Includes a problem-solving session on common licensing scenarios.
- **Security and Compliance in Webex (15m)**
Learn the key security features to discuss with customers. Real case study analysis on a regulated industry deal.
- **Integrations: Making Webex Work for Them (19m)**
We'll show you how to discuss third-party integrations. A step-by-step guide to finding integration information.

Deep Dive: Sales Methodology and Customer Needs

- **The Customer Discovery Process (24m)**
Learn a structured approach to uncovering customer pain points. Includes a downloadable discovery framework.
- **Building a Business Case for Collaboration (21m)**
A step-by-step guide to quantifying ROI. We'll show you how to build a simple TCO model for a SaaS deal.
- **Handling Common Objections to Cloud Migration (26m)**
A problem-solving session on overcoming 'we're happy with our current system'. Includes real-world objection handling scripts.
- **Competitive Landscape: Who Are We Beating? (17m)**
Learn how to position Cisco against key competitors. Real case study analysis on a competitive displacement deal.
- **The Power of the Webex Suite (15m)**
We'll show you how to bundle products for maximum value. A practical guide to using suite pricing to win deals.
- **Demonstrating Value: From Demo to POC (30m)**
A step-by-step guide to planning and executing a successful Proof of Concept. Learn how to set clear success criteria.
- **Navigating the Quote and Proposal Process (22m)**
Understand the internal steps to get a deal done. Includes a downloadable proposal checklist for Cisco SaaS deals.

Advanced Application: Managing and Growing Accounts

- **Onboarding: Setting Customers Up for Success (19m)**
Learn the critical first 90 days. A step-by-step guide to a smooth onboarding process that reduces churn risk.
- **Adoption Strategies: Getting Users to Log In (28m)**
We'll show you practical tactics to drive user adoption. Includes a downloadable adoption campaign template.

- **Monitoring Usage Data in Control Hub (16m)**
Learn which metrics matter most for account health. A real-world case study on using data to start a renewal conversation.
- **The Renewal Conversation: Starting Early (23m)**
A problem-solving session on how to avoid last-minute renewal scrambles. Learn when and how to bring up renewal.
- **Identifying and Executing Upsell Opportunities (25m)**
Learn how to spot expansion signals within an existing account. Includes a practical guide to cross-selling new features.
- **Managing Churn Risk and Customer Health (27m)**
A step-by-step guide to building a customer health score. We'll show you how to intervene before it's too late.
- **Leveraging Customer Success Stories (14m)**
Learn how to use case studies to validate your claims. Real case study analysis of a powerful customer testimonial.
- **Quarterly Business Reviews (QBRs) That Matter (21m)**
We'll show you how to run a QBR that customers actually value. Includes a downloadable QBR agenda template.
- **Building a Champion Within the Account (18m)**
A problem-solving session on identifying and nurturing internal advocates. Learn how to map the decision-making unit.
- **Handling Service Issues and Escalations (20m)**
A step-by-step guide to managing problems when they arise. Learn how to maintain trust through difficult situations.

Implementation & Next Steps: Exam Day and Beyond

- **Final Review: Top 10 Exam Topics to Remember (25m)**
A rapid-fire review of the most critical concepts. We'll use flashcards and quick quizzes to reinforce learning.
- **Practice Exam: Test Your Knowledge (32m)**
Take a simulated exam with questions modeled on the real 700-651. Includes a detailed answer key explaining each choice.
- **Deconstructing Practice Exam Results (20m)**
A problem-solving session on your weak areas. We'll show you how to turn practice exam gaps into a focused study plan.
- **Test-Taking Strategies for Cisco Exams (12m)**
Learn time management and question-answering techniques specific to Cisco certification tests.
- **What to Expect on Exam Day (8m)**
A step-by-step guide to the logistics of taking the test. We'll cover check-in, environment, and what the interface looks like.
- **Beyond the Exam: Staying Current with Cisco (11m)**
Cisco's portfolio evolves fast. Learn how to stay updated on new features and announcements post-certification.

- **Building Your Career as a Collaboration Expert (15m)**

We'll show you how to leverage your certification for career growth. Includes practical tips for networking and finding roles.

- **Next Steps: Advanced Certifications and Specializations (14m)**

A look at the path forward after 700-651. Learn about other relevant certifications to advance your expertise.

- **Course Wrap-Up and Your Action Plan (9m)**

A final checklist to ensure you're ready. We'll help you create a personalized action plan for the weeks leading up to your exam.

Discover our blog

Learn more with free articles written by our professors and guest experts.

Latest article: **[Flight Attendant Preparation: What to Study Before You Apply](#)**

[Visit the blog](#) [All courses](#) [This course](#)