

HP2-E19

HP

HP Partner Fundamentals 2009

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QUESTION: 1

What should you encourage your customer when buying HP Care Pack Services?

- A. renewal dates
- B. the cost of downtime
- C. the price of the services
- D. whether to take three or five year coverage

Answer: B

QUESTION: 2

Why is it important to ask an Attitude question at the end of a sales meeting?
(Select two.)

- A. to be polite
- B. to establish the decision date
- C. to establish the customer's real views about your proposals
- D. to enquire how someone else in the organization might view the proposals

Answer: C,D

QUESTION: 3

What is HP Sales Academy? (Select two.)

- A. a program to build selling skills
- B. a part of the continuous learning program
- C. a series of product training events delivered by HP experts
- D. an HP program that aims to improve the ability to sell the business value of ESS solutions

Answer: A,C

QUESTION: 4

Which percentage of customers interviewed said they felt meetings with suppliers made little, no or negative progress?

- A. 58%
- B. 68%
- C. 78%
- D. 88%

Answer: C

QUESTION: 5

Why is continuous learning important to a Partner salesperson? (Select two.)

- A. It provides access to additional pricing incentives.
- B. It enables a salesperson to gain access to HP Lab visits.
- C. It ensures salespeople are constantly updating their skills and differentiating themselves in the marketplace
- D. It provides benefits such as access to new product training, discounted access to courseware and testing, web-based training, and participation in training events

Answer: C,D

QUESTION: 6

When selling IPG products, which customer benefits does color printing provide? (Select two.)

- A. It is easier to use.
- B. Document compatibility within a customer's organization is greater.
- C. Message effectiveness can be improved by nearly 80% when color is used.
- D. Color can give customers a competitive edge, with an 80% improvement in brand recognition and perception of an organization.

Answer: C,D

QUESTION: 7

Which IPG specializations are available to Gold Preferred Partners? (Select three.)

- A. Color Printing
- B. Office Printing
- C. Wide Format Printing

- D. Large Format Printing
- E. Office Printing Solutions

Answer: B,D,E

QUESTION: 8

How many service levels are there within HP Care Pack Services?

- A. 1
- B. between 10 and 15
- C. more than 25
- D. as many as the customer requires

Answer: C

QUESTION: 9

Why are probing questions so important in a sales situation? (Select two.)

- A. They help identify the budget.
- B. They help in terms of proposing the correct solution.
- C. They help identify or create the customer's real business needs.
- D. They help provide understanding of customer problems or challenges.

Answer: C,D

QUESTION: 10

Which HP approach ensures that customers are able to optimize their business outcomes?

- A. Able Infrastructure
- B. Adaptive Computing
- C. Adaptable Computing
- D. Adaptive Infrastructure

Answer: D

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