

# Selling HP Printing Services

Kód kurzu: 01065633

This training provides an overview of the HP printing services portfolio and how to best match it with the customer needs.

## Pre koho je kurz určený

HP channel partner sales professionals focusing on positioning and selling the HP printing services.

## Čo Vás naučíme

After completing this course, you should be able to:

- Articulate the importance of services to you and your customers, the opportunity for selling HP printing services, the reasons why HP is a trusted services vendor, and what the strengths of HP services are
- Describe the changing market trends, the challenges that customers are facing, the solutions for each stage of the hardware lifecycle, and the HP printing services portfolio for SMB and Enterprise customers
- Differentiate HP printing services from competition and navigate through the service sales cycle—identify and qualify the opportunity, develop and propose a solution, negotiate, win and close the sale, and renew existing contracts
- Use customer success stories to demonstrate how HP printing services can solve business and IT challenges

## Požadované vstupné znalosti

No specific prerequisites are required

## Študijné materiály

Príručka ku kurzu firmy Gopas podľa programu kurzu.

## Osnova kurzu

Why services matter

What services to sell

How and when to sell services; and finally

Winning with HP

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