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.

Pro koho je kurz určen

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

Co 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 vstupní znalosti

No specific prerequisites are required

Osnova kurzu

- Why services matter
- What services to sell
- How and when to sell services; and finally
- Winning with HP

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk

Copyright © 2026 GOPAS, a.s.,
All rights reserved