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.

Pobočka	Dnů	Cena kurzu	ITB
Praha	1	3 600 Kč	0
Brno	1	3 600 Kč	0
Bratislava	1	130 €	0

Uvedené ceny jsou bez DPH.

Termíny kurzu

Datum	Dnů	Cena kurzu	Typ výuky	Jazyk výuky	Lokalita

Uvedené ceny jsou bez DPH.

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

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