Selling HP Printing and Personal Systems Hardware, Rev. 14.11

<table>
<thead>
<tr>
<th>Certification(s)</th>
<th>HP Sales Certified - Printing and Personal Systems Hardware [2014]</th>
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<tbody>
<tr>
<td>Exam(s)</td>
<td>HP2-B109 - Selling HP Printing and Personal Systems Hardware</td>
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<tr>
<td>The Learning Center</td>
<td>00870254</td>
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<tr>
<td>Format</td>
<td>ILT; WBT</td>
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<tr>
<td>Duration</td>
<td>ILT - 1 day, WBT - 3 Hrs.</td>
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**Course description**

The participants will learn how to build selling skills for PPS Hardware portfolio by providing easy to understand "why sell" value propositions for both personal system and printing hardware portfolios. This training will enable a participant to promote the benefits of selling across the complete PPS hardware portfolio, by combining real live product solution scenarios, as well as key value propositions of combined product solutions.

For more information, visit the HP ExpertOne website, hp.com/go/ExpertOne

**What is new?**

This training provides greater emphasis on how to position HP’s unique business value with less focus on product features. There is also increased focus on HOW to sell the HP PPS portfolio as opposed to WHAT to sell.

**Who should attend?**

HP Sales Professionals and HP Partner Sales Professionals

**Course objectives**

The overall objective of this training is to:
- understand how IT is changing the way we all live and work, and how HP is uniquely positioned to deliver on these changing customer needs
- learn how to position the overall HP PPS portfolio and describe the key HP differentiators and unique value they can deliver for customers
- correctly position the features, advantages and benefits of the HP PPS portfolio and be able to translate these into relevant and tangible customer value statements based on identified needs
- understand where to seek further help on HP products and sales tools
Course outline

- Course Introduction
- The Business Value of HP Officejet Pro, Officejet Pro X
- The Business Value of HP LaserJet and Flow MFP/Scanjet
- The Business Value of HP Tablets and Notebooks
- The Business Value of HP Desktops, AiO and Thin Client
- The Business Value of HP Workstations
- Summary

How to register

Register for this course in The Learning Center. See the course attachments within The Learning Center for additional information. The ID for this course is 00870254

How to get access to The Learning Center.

Policies

Cancellations

Cancellation fees may apply. Contact your HP Authorized Training Center or HP Education Services for their respective policies.

Fees

Course fees may vary and are established and collected by the training center delivering the course.

Contact information

HP ExpertOne: hp.com/go/ExpertOne