

# Selling HP Printing Services

Course code: 01065633

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

## Who is the course for

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

## What we teach you

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

## Required skills

No specific prerequisites are required

## Course outline

Why services matter

What services to sell

How and when to sell services; and finally

Winning with HP

### GOPAS Praha

Kodaňská 1441/46  
101 00 Praha 10  
Tel.: +420 234 064 900-3  
[info@gopas.cz](mailto:info@gopas.cz)

### GOPAS Brno

Nové sady 996/25  
602 00 Brno  
Tel.: +420 542 422 111  
[info@gopas.cz](mailto:info@gopas.cz)

### GOPAS Bratislava

Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 248 282 701-2  
[info@gopas.sk](mailto:info@gopas.sk)



Copyright © 2020 GOPAS, a.s.,  
All rights reserved