

# Selling HP Personal Systems Services

Course code: 01065632

This training provides an overview of the HP personal systems 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 personal systems 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 personal systems 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 personal systems services portfolio for SMB and Enterprise customers
- Differentiate HP personal systems 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 personal systems 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
- Winning with HP

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