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Exam : HP2-I17

**Title : Selling HP Printing
Hardware 2020**

Version : DEMO

1.DRAG DROP

Match the customer objection on the left with the correct response on the right.

Customer objection

I can get a better price on cartridges from your competitor. They are not original, but they told me that this would not void my warranty.

I am happy with the LaserJet in my home office and I'm unsure that PageWide will give me the print speed I need.

Your competitor will sell me a printer that is easy for my employees to use with no training.

Your competitor's printers deliver significant cost savings and I am happy with their performance.

Correct response

PageWide offers best-in-class print speeds by printing across the page in a single pass.

HP printers are designed for all-round usability and feature intuitive buttons and control panels, convenient paper tray and cartridge access, and remote configuration/management.

PageWide printers have fewer moving parts, resulting in less maintenance, which is an expense you might not have considered.

The use of third-party compatibles does not void printer warranty, but printer damage caused by a third-party cartridge is not covered by HP.

Answer:

Customer objection

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2.HOTSPOT

Identify each characteristic on the left as describing either transaction-based sales or contractual partnerships.

Answer Area

Characteristic

Is a less-complex sales process

Does not lead to customer loyalty or a predictive revenue stream

Leads to more upsell and cross-sell opportunities

Requires more commitment, knowledge, and expertise

Sales model

Transaction-based sales
Contractual partnerships

Transaction-based sales
Contractual partnership

Transaction-based sales
Contractual partnerships

Transaction-based sales
Contractual partnerships

Answer:

Answer Area

Characteristic	Sales model
Is a less-complex sales process	<div>Transaction-based sales</div> <div>Contractual partnerships</div>
Does not lead to customer loyalty or a predictive revenue stream	<div>Transaction-based sales</div> <div>Contractual partnership</div>
Leads to more upsell and cross-sell opportunities	<div>Transaction-based sales</div> <div>Contractual partnerships</div>
Requires more commitment, knowledge, and expertise	<div>Transaction-based sales</div> <div>Contractual partnerships</div>

Explanation:

- ☞ a) Is a less-complex sales process: Transaction-based
- ☞ b) Does not lead to customer loyalty or predictive revenue stream: Transaction-based
- ☞ c) Leads to more upsell and cross-sell opportunities: Contractual partnerships
- ☞ d) Requires more commitment, knowledge, and expertise: Contractual partnerships

3. Your customer is interested in HP Care Pack services for their printers that are out of warranty. What should you tell your customer?

- A. Customers with existing Managed Print Service (MPS) contracts can add Care Packs in a co-management approach.
- B. Care Pack services must be purchased during the life of the warranty on the product.
- C. Care Pack services can only be purchased for printers that pass inspection by HP security advisors.
- D. Post-Warranty Care Pack services are available in one- and two-year increments.

Answer: D

4. HP JetAdvantage is a cloud-based print analytics platform that trees up time and maximizes resources. Which additional business (unction does it provide?

- A. It monitors deterioration of printers and proactively schedules maintenance visits.
- B. It helps customers understand the risk of overspending when the cost per page increases by a targeted percentage.
- C. It encourages customers to trade in their non-supported and non-HP devices for more cost-effective HP devices.
- D. It enables customers to track pages and costs by user, application, location, color, and duplex.

Answer: D

5. Why is it as Important to secure networked printers as It is to secure networked PCs?

- A. Studies show that ransomware attacks through printing devices are becoming more dangerous.

- B. An unprotected printer exposes the entire network to cyberattacks.
- C. Printer ports are the most vulnerable link in a company's intranet.
- D. Malware attacks on printers comprised the majority of cybercrimes over the last three years.

Answer: B