Key Topics

- **HP Strategy**
  - Major differences between commercial and enterprise customers
  - Key differences between consultative and transactional sales processes
  - HP 7-step Sales Cycle

- **HP Attach Initiative**
  - Attach selling strategies
  - Sales benefits of Attach
  - Approach of an Attach consultative sale
  - Strategies successful partners use for Attach sales
  - Key outcomes for customers when selecting HP for their Attach needs
  - Typical Attach options for HP solutions

- **Personal Systems Group (PSG) products**
  - Products in the PSG portfolio
  - Profiles of typical PSG customers
  - Key selling features of the PSG products
  - Key technologies deployed in PSG products and the benefits they provide
  - Typical Attach options for personal systems

- **Imaging and Printing**
Why is HP the recommended choice for all imaging and printing needs?

How to approach an IPG sale and communicate the value of efficient printing solutions

Imaging and printing product portfolios for individuals and workgroups

Basic technology difference between inkjet and laser printing functions

Matching imaging and printing solutions to a customer need

Typical Attach options for an IPG solution

- HP Servers
  - Positioning the HP commercial server product families
  - Features and benefits of ProLiant servers
  - Benefits of server Attach options
  - Features and benefits of BladeSystem servers

- HP Storage Solutions
  - Benefits of various storage implementation strategies
  - Benefits of HP storage technologies
  - Features of HP storage products

- ProCurve Networking
  - ProCurve Networking and the benefits it brings to customers
  - ProCurve Networking differentiated value
  - Needs of networking customers
  - ProCurve Networking commercial portfolio
  - Benefits of the ProCurve Network Design Center

- HP Services
  - Customer and partner benefits of using HP Services
  - Benefits of selling services
  - HP Services portfolio options targeted toward commercial and SMB customers
  - “Fixed” Care Pack services associated with the basic support services
Six-step process for selling services effectively

**HP Financial Services**
- HP Financial Services (HPFS) capabilities and value it brings to customers
- Opportunities that exist for you, HP, and your customers by using an HPFS solution
- Target customers, their needs, and the challenges they face in today’s business
- Various HPFS solutions targeted at commercial customers

**Putting the Pieces Together**
- Three key focus areas and corresponding actions that ensure sales success
- Types of challenges that are likely to be important to operations, managerial, and C-level customers
- Types of questions to ask to qualify a sales opportunity

**Tools and Resources**
- Appropriate resources to locate website and online support, product and program information, sales tools, technical information, partner-focused information, and channel services

### Exam Specifications

- Number of items: 40
- Passing Criteria: 70%
- Time Allocated: 60 minutes

### Available Study Materials

This certification test was developed to test your knowledge of Selling HP Commercial Solutions. We recommend that you have significant hands-on experience with this topic before you take the exam.

These study materials are not required to pass the certification exam. They are simply additional exam preparation materials of which we are aware. Please refer to your regional websites for information on how to register for the courses below.

Reference Material: You may use any reference material needed while taking this exam.
Instructor-Led Training

Use the information in this guide and the practical experience you have gained to determine your need for the instructor-led training.

<table>
<thead>
<tr>
<th>Title</th>
<th>Course Number</th>
<th>How to Enroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP Commercial Sales Essentials v6.41</td>
<td>31011</td>
<td>Refer to your regional websites for local training information</td>
</tr>
</tbody>
</table>

Web-Based Training

Self-paced training and technical documentation may provide appropriate learning alternatives to instructor-led training for more experienced candidates.

<table>
<thead>
<tr>
<th>Title</th>
<th>How to Order/Obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP Sales Essentials Training (course 31442)</td>
<td>Refer to your regional websites for local training information</td>
</tr>
</tbody>
</table>

Exam Registration

For information about exam registration, click here.

Sample Exam Items

The following examples represent the types of items and question formats that you could see on the exam. These are generic samples are do not reflect the content being tested.

1. Which planet is closest to the Earth?

A. Mars
B. Pluto
C. Venus
D. Saturn
2. Which planets are “inner planets” — planets found within the asteroid belt? Select TWO.

A. Pluto
B. Earth
C. Neptune
D. Mercury
E. Venus

3. Click the Exhibit button. What is this constellation called?

A. Leo
B. Aries
C. Orion
D. Taurus
E. Gemini
F. Pleiades
G. Ursa Minor
H. Ursa Major
I. Andromeda
Conclusion

HP wishes you success in the HP Certified Professional Program and in passing the exam for which you are preparing.