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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		Correct response
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.		PageWide offers best-in-class print speeds by printing across the page in a single pass.
I am happy with the LaserJet in my home office and I'm unsure that PageWide will give me the print speed I need.		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.
Your competitor will sell me a printer that is easy for my employees to use with no training.		PageWide printers have fewer moving parts, resulting in less maintenance, which is an expense you might not have considered.
Your competitor's printers deliver significant cost savings and I am happy with their performance.		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		Correct response
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.	PageWide offers best-in-class print speeds by printing across the page in a single pass.
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.	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.
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.	PageWide printers have fewer moving parts, resulting in less maintenance, which is an expense you might not have considered.
Your competitor's printers deliver significant cost savings and I am happy with their performance.	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.	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.

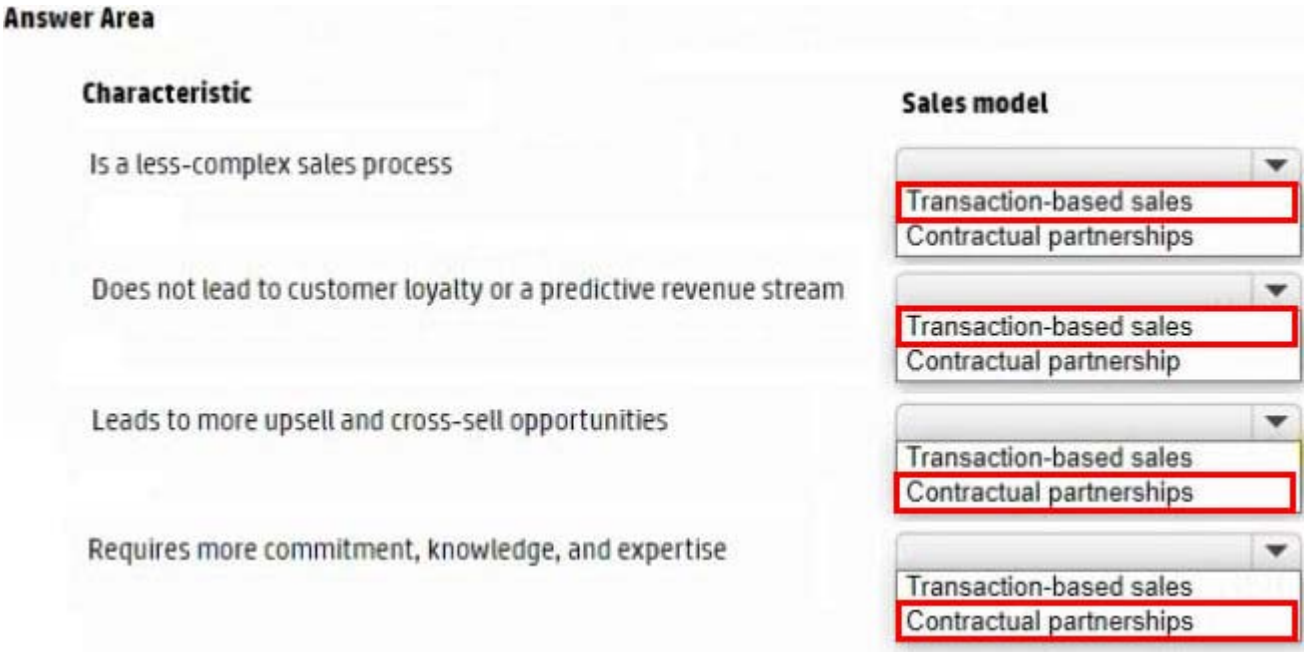
2.HOTSPOT

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

Answer Area

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

Answer:



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 proactivety 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