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Exam : **HP2-E14**

Title : **HP Service Sales
Professional**

Version : **Demo**

1. According to research, approximately what percentage of all helpdesk calls are related to commercial printers?

- A. less than 10%
- B. more than 50%
- C. more than 75%
- D. between 10% and 20%

Answer: B

2. What is the typical percentage profit margin for HP Care Pack Support Services compared with HP products?

- A. bigger
- B. similar
- C. smaller
- D. depends on which HP Care Pack

Answer: A

3. Why is it important to introduce services early in the sales cycle for an HP Integrity solution? (Select three.)

- A. You can provide higher services discounts early in the sales cycle.
- B. If you do not, the competition might step in to provide the service solution
- C. Your value proposition is stronger with services included from the beginning
- D. The customer's budget may not be stretched later on to accommodate additional services.
- E. The standard warranty, that provides basic protection against downtime and services, is an important component to provide a complete solution

Answer: B,C,E

4. What is the correct sequence for a successful HP Care Pack Services sales process?

- A. Introduce services, illustrate cost of downtime, relate value to customer objectives, compare cost of service to cost of downtime, and reinforce credibility
- B. Introduce services, relate value to customer objectives, reinforce credibility, illustrate cost of downtime, and compare cost of service to cost of downtime
- C. Introduce services, reinforce credibility, relate value to customer objectives, illustrate cost of downtime, and compare cost of service to cost of downtime
- D. Introduce services, illustrate cost of downtime, compare cost of service to cost of downtime, reinforce credibility, and relate value to customer objectives

Answer: C

5. Can you improve your margin by including services at the point of product sales?

- A. Yes. if you offer the right service.
- B. No, if the customer does not ask for services, you must sell them at cost, so no margin is left and the order margin percentage decreases.
- C. No, because offering services together with the product means that you are not selling a qualitative product and there is a risk of losing the total sale
- D. Yes. the increased order value (extra 15% to 30%) has a positive impact on the total margin,

and a typical service margin is even higher than the product margin

Answer: D