Selling HP Personal Systems Services

Kód kurzu: 01065632

This training provides an overview of the HP personal systems services portfolio and how to best match it with the customer needs.

Pro koho je kurz určen

HP channel partner sales professionals focusing on positioning and selling the HP personal systems services.

Co Vás naučíme

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

Požadované vstupní znalosti

No specific prerequisites are required

Osnova kurzu

Why services matter

What services to sell

How and when to sell services

Winning with HP

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk

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