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練習問題

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1年間無料アップデート

Exam : **HP2-B100**

Title : Selling HP Imaging and Printing Solutions

Version : DEMO

1.What is an accurate description of an imaging and printing solution?
A.a long-term strategic plan
B.a combination of hardware and software to address the problem
C.a new printer
D.a review of all available software that works with imaging and printing devices
Answer: B
Explanation:
The imaging and printing solution is a combination of hardware and software working together to address paper intensive business processes.The imaging solution is normally a scanner and the printing solution is a printer.These machines use specific software to work and provide a host of tools to address paper intensive business problems.

2.What is most important to remember about both transactional and consultative sales?
A.You should focus primarily on the volume of sales.
B.You should focus only on your margin.
C.You should minimize time spent with customers.
D.You should focus on your customer's business problems.
Answer: D
Explanation:
Reference:
http://theblueprint.typepad.com/theblueprint/2006/05/consultative_ve.html

3.How is office printing costs typically calculated for a document?
A.only the cost of the printing hardware
B.only the cost of the printing hardware and the annual cost of the supplies
C.only the cost for administration and for the hardware of the printer
D.the cost of the network management, supplies, hardware, and administration
Answer: D
Explanation:
Typically, office printing costs are calculated by taking network management, supplies, hardware and administration into account.All of these things are calculated and divided by the number of prints an office produce each year.

4.Which statement is true about how customers typically view office printing costs?
A.Customers typically look at the cost of supplies and hardware, but they do not consider IT costs.
B.Customers typically look at IT costs and the cost of supplies, but they do not consider hardware costs.
C.Customers typically look at hardware and IT costs, but they do not consider cost of supplies.
D.Customers typically look at hardware costs, but they do not consider IT costs or the cost of supplies.
Answer: A
Explanation:
Most customers look for the total cost of ownership.The normally include supplies and hardware but they ignore the costs of personnel working to make sure the printing solutions work properly and without any problems.IT costs are not generally considered.

5.What is one way to study publically available information about your customers?
A.conduct a workshop with them
B.obtain annual financial reports from other verticals
C.obtain facilities spending and marketing budget information
D.use websites and annual reports
Answer: D
Explanation:
You don’t need to conduct a workshop or obtain annual financial reports or even obtain facilities spending and market budget information to study the information needed to understand your customer.The information you need is available in detail on their websites and in their annual reports.You’d get an overview of finances, marketing budget information and other relevant information easily from their websites.Since this information is available publicly, customers put it on the websites and publish annual reports.