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QUESTION 1

Your customer tells you that they had problems in the past with the keys on their Notebook wearing out. Which feature should you turn into a benefit for the customer\?

- A. HP DuraKeys
- B. spill resistant keyboard
- C. HP 3D DriveGuard
- D. HP DuraFinish

Correct Answer: A

QUESTION 2

How can you change the nature of your conversation with your customers to successfully sell HP products?

- A. Demonstrate the financial and IT value that customers will obtain from HP
- B. Demonstrate the longer product lifecycle and finance options
- C. Base your conversation on price.
- D. Base your conversation around Big Deals.

Correct Answer: A

QUESTION 3

What is a differentiating feature on the HP ElitePad 1000 series\?

- A. an 18 inch-screen and an enhanced graphics card
- B. enterprise-class docking, accessories ecosystem for vertical industries, including security and retail jacket
- C. a titanium case with a new-style screen and keyboard
- D. an automatic lock and data disposal

Correct Answer: B

QUESTION 4

What is the target market for a personal printer in terms of number of users per device?

- A. 1-5 users



- B. 6-15 users
- C. 10-30 users
- D. 15-60 users

Correct Answer: A

QUESTION 5

When it comes to quality, how does a robust magnesium chassis help?

- A. reduces weight and maintains durability
- B. increases weight, decreasing chances of it falling over
- C. decreases chance of a short circuit
- D. will not rust

Correct Answer: A

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