

HP5-B04D^{Q&As}

Delta - Selling HP Printing and Personal Systems Hardware

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QUESTION 1

How does HP\\'s new toner formula help protect the environment?

- A. by facilitating the disposal of cartridges
- B. reduced paper absorption
- C. reduced energy consumption during printing
- D. by allowing higher firing speeds

Correct Answer: D

QUESTION 2

Which HP MFP feature should you highlight to a customer who is concerned about document scan misfeeds?

- A. ColorLok Technology
- B. Automatic Duplex scanning
- C. Legal size scanning glass
- D. HP Even/Page

Correct Answer: B

QUESTION 3

Which statement best describes the HP strategy in the printing and personal systems market?

- A. Produce printing and personal systems that are highly desirable and offer the best entry price.
- B. Develop long-lasting products at the best market price.
- C. Build devices that require replacement within three years to ensure compatibility with software updates.
- D. Build a full line of innovative devices, and include the industry\\'s best set of security, mobility and management solutions.

Correct Answer: D

QUESTION 4

What is a benefit of selling HP value rather than specifications\\'?

A. It allows customers to compare the features and advantages of a particular product and assess the potential benefits for their organization.



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- B. It ensures customers are able to realistically compare product features and determine the fastest products for their organization.
- C. It enables customers to review quotations from different organizations and determine the optimum solution based on product needs.
- D. It moves the conversation from price and product features and enables the customer to recognize the tangible value of the solution in the context of their business needs.

Correct Answer: D

QUESTION 5

What is the primary target customer market for the HP OfficeJet Pro and OfficeJet Pro X?

- A. Small and medium business
- B. Large enterprise
- C. Home office
- D. Mid-market

Correct Answer: A

The HP Officejet Pro X series is the world\\'s fastest desktop printer and that\\'s according to the prestigious Guinness World Records 2014. Designed to meet the demanding and unique needs of small and medium sized businesses..

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