

Brief

HP Advantage

**Sales and marketing development program
for GSB customers**



Course outline



HP Advantage Building
Your Digital Business –
HP Indigo General
Commercial Printing
(GCP) Course

Benefits to your business

One of the most useful investments you can make for your business is to educate your sales and marketing staff to fully understand and capitalize on the unique business opportunities of your HP Indigo digital press. This workshop provides insight on how to move from a price-based discussion with the customer to a value-based one and how to engage with the right people, at the right time to initiate a successful digital conversation. This very interactive and hands-on workshop will raise your sales capabilities.

Course objectives

To provide a sales and marketing methodology to optimize your digital print business:

- Understand the different stages of the Buying Cycle
- Understand how to benefit from current market trends and brand owner needs
- Master the HP Indigo digital value proposition & sell added value
- Increase your sales productivity with enhanced knowledge and skills to deliver profitable solutions
- Develop new market opportunities for your HP Indigo digital press
- Differentiate your business and give yourself a competitive edge
- Meet new interesting people!
- Have Fun!

Who should attend this course?

- HP Indigo General Commercial Printing Customers
- Owners, managing directors, sales and marketing staff
- Content, exercises & role plays is mainly focused on sales role

Course details

- **Delivery method:** instructor-led, face-to-face in classroom; several hands-on exercises and role-playing
- **Duration:** Delivered as a full-day (8 hours)
- **Attendees:** 12-18 from multiple companies or can be tailored to one company

Course Administrator:

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To register:

Please contact your HP Customer business development/Marketing manager or HP Indigo channel partner.

Course agenda

Building your digital business-GCP course

Topic	Description
Module 1	Key Market Trends <ul style="list-style-type: none"> • Globalisation • The rise of Customisation • The rise of private label & the power of the retailers • Increase in consumer engagement • Increasing need for Brand protection • Increasing importance of e-commerce • Digital and IT Trends • Environmental Regulations & HP Digital Printing • Increasing need for supply chain flexibility
Module 2	Re-inventing the Value of Digital Print for Brands <ul style="list-style-type: none"> • Supply Chain Optimisation • Time to Market • Delighting Customers • Cost v Value
Module 3	Key HP Indigo Press Capabilities <ul style="list-style-type: none"> • Print Quality • Versatility • Unique Features
Module 4	The Buying Cycle in Action <ul style="list-style-type: none"> • Who are the right customers & verticals • Lead Generation Exercise • Engage the customer Exercise • Good & Bad Selling
Module 5	Engage the Customer – Uncovering Customer Needs (Role Play – Part 1) <ul style="list-style-type: none"> • Understanding Customer Needs Exercise • The first Sales Meeting – Role Play
Module 6	Engage the Customer – Confirming & Meeting Customer Needs (Role Play – Part 2) <ul style="list-style-type: none"> • The second Sales Meeting – Role Play
Closing	Additional resources – Tools & User Groups, evaluation & feedback
End of session	

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