

HP Advantage

Business Development Program



“You can’t put a number on it... the return on the business development assistance is so significant that it keeps us in a position that we’re going to succeed.”

– Ton Pelc, COO Allied Printing

HP Advantage is a comprehensive Sales and Marketing Development program for HP customers. The program is designed to support HP customers to strategically develop their digital print service offerings to win new customers and generate more sales with existing clients.

Grounded in the real-world insights and best practices of our most successful customers, HP Advantage provides the market intelligence and application knowledge to differentiate your business from the competition. Program deliverables include powerful, market-tested sales tools to accelerate sales campaigns with actionable plans to drive higher sales and profits.

Knowledge is power

HP Advantage program delivers a complete range of tools and consulting services that are phased, scaled and only available for HP customers. You choose the tools that fit your needs, from basic digital printing fundamentals to advanced and customized strategic business development sessions.

HP Advantage:

- **Scalable**—multiple learning/support tracks focused on all levels of expertise from those new to digital printing all the way to companies who need help cultivating targeted customers or business segments
- **Accessible**—training content available via the web, at HP facilities or at your site—with multiple ways to access and learn, your team can participate when it’s most convenient for them
- **Repeatable**—ideal for bringing new team members up to speed, or as a convenient refresher course for digital veterans
- **Powerful**—bringing the best content and best practices gained from other HP customers to you in a “packaged” format

“A new journey into a market where we had no experience filled us with fear, concern and uncertainty. HP offered the calm confidence of having the industry’s leading experts by our side every step of the way. The support we have received from HP has been instrumental in our success.”

– Darrell Friesen, JetLabels

HP Advantage—a proven program

Leverage the expertise of HP Advantage Business Development specialists to help your sales, marketing, business management and customer service teams fully capitalize on HP digital printing capabilities in order to drive maximum growth and profitability.



Fast Start

Online support: HP Advantage Knowledge Center

- Content
- Sales and marketing tools
- E-learning webinars
 - Get started with an HP On-Boarding session designed to help you learn about available tools and how to access and apply the resources
 - Access a wide range of topics; from basic digital print concepts, technology differentiators and more complex applications and market requirements



Development and growth

Instructor-led workshops, customer event support, etc.

- Attend in-depth and hands-on training courses focused on strategic business planning, marketing and selling strategies
- Join webinar session on special interest topics—vertical markets, applications, case studies and best practices
- Support for marketing events, lunch and learns, and open house events



Custom consulting and engagement

1:1 project-specific consulting with HP Advantage Business

- Custom needs analysis and define prioritized action plan
- Outline customer’s go-to-market requirements
- Determine sales readiness, tools, sales training
- Identify market development and growth opportunities

A comprehensive library of sales and marketing resources

In addition to providing critical strategic insights and customized consulting, HP Advantage also includes a growing library of sales and marketing materials in field-ready formats:

- Application- and marketspecific samples
- Case studies
- Videos and presentations
- Sample print files
- How-to guides
- White papers
- Solutions Navigator
- Marketing tools and assets

For more information about The HP Advantage Business Development Program and to see how it can help you attain your business goals, contact your HP Sales Representative today!

Don’t forget about your Dscoop membership!

The Digital Solutions Cooperative (Dscoop) is an independent global community of 8,000+ graphic arts business owners and technical professionals who use HP Indigo, Scitex, high-end Latex, and Inkjet equipment and related solutions.

If you have an HP press, the membership is free now to Dscoop. For more information, visit dscoop.org.



Sign up for updates
hp.com/go/getupdated



Share with colleagues



Rate this document

