Welcome to the HP UNIVERSITY

Offering Brochure
September 2017

partner.hp.com > Training & Certification > HP University
A STREAMLINED APPROACH TO ENABLING OUR PARTNERS

To ensure you have everything you need to navigate a changing market, HP has launched HP University!

As part of the HP transformation journey, you can now access training on what to sell, how to sell and how to market all in one location! You will receive guidance on which courses are applicable to you based on your role and focus area.

Together, we will enable your workforce to meet the needs of the future.

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HP University will enable channel partners for success in a changing market.

HP UNIVERSITY STRUCTURE

This new learning experience combines a curriculum of certifications, sales skills training, product training, and marketing training to prepare partners to offer the HP portfolio.

SALES SKILLS TRAINING
- Classroom training
- Virtual classroom training
- Self-paced online training

CERTIFICATIONS
- Specialization certifications
- Volume certifications
- Sales and technical certifications

PRODUCT TRAINING
- Classroom training
- Virtual classroom training
- Self-paced online training

MARKETING TRAINING
- Connecting with your customers

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MARKETING TRAINING
- Connecting with your customers
To effectively engage with customers, sales people must acquire and continue to develop a diverse set of sales competencies.

### SALES SKILLS TRAINING OVERVIEW

Courses are offered across various formats, including self-paced online, classroom and virtual classroom training.

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- **Directly Applicable to role**
- **Supplementary to role**
CERTIFICATIONS OVERVIEW

Validating the knowledge and skills required to sell HP products and solutions provides credibility and enables impactful interactions.

Courses are offered across various formats, including self-paced online, engaging videos, and easy to access presentations.

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Consultative skills combined with a deep knowledge of products and solutions is needed to identify opportunities and position value with the customer.

**PRODUCT TRAINING OVERVIEW**

Courses are offered across various formats, including self-paced online, engaging videos, and easy to access presentations.
WHAT’S NEW?
Explore our collection of Sales Skills courses

partner.hp.com > Training & Certification > HP University
Your customer’s challenges are your opportunities.
Learn how to uncover and use them to drive a solution oriented sale.

STRATEGIC SOLUTION SELLING

Are you...
Having trouble navigating the customer organization, and identifying what matters to each stakeholder?
Wishing to overcome your customer’s perception of you as a provider of products instead of solutions?
Struggling to uncover opportunities and present ideas, in order to position yourself as a strategic advisor?

We can help...
Strategic Solution Selling will immerse you in realistic business problems, and provide strategies to uncover key customer business challenges, craft proposals and deliver the right messages to the right customers.

This course will help to get over the fear of having conversations I’m not used to having.

The session met and exceeded my expectations.

I’m going to look at implementing all of this, I came from a traditional box moving reseller.

This offering will help you move towards a solution oriented sale, helping you build deeper relationships, minimize wasted selling effort, and drive bigger deals.

2 Days
Classroom
20 Max Attendance
Session Price $20k USD
To engage successfully with an executive you must “speak their language”. Learn how to establish credibility by gaining an understanding of executive concerns and priorities.

EXECUTIVE LEVEL SELLING

Are you...
Struggling to gain access to the right executive to discuss specific business opportunities?
Looking to craft messaging that will capture the attention of senior level customers?
Seeking to understand how companies measure business performance and make investment decisions?

We can help...
Executive Level Selling provides tools and techniques to help you gain access to and hold business focused conversations with customer executives. You will examine what drives different executives, how to navigate the relationship, and how to complete the selling cycle. This classroom offering provides opportunities to engage in real business scenarios and receive expert and peer coaching.

Excellent training. It will be critical to apply knowledge I learned here to daily business management.  This is a fantastic course! It provides a lot of insights on how to prepare difficult scenarios while you make the engagement upstream.

Classroom 20 Max Attendance  Session Price $20k USD
INTRODUCTION TO INSIDE SELLING

Are you...
An Inside Seller struggling to distinguish yourself from a telemarketer?
Having trouble navigating the customer organization and influencing gatekeepers?
Wanting to build customer advisors?

We can help...
Introduction to Inside Selling will strengthen the calls you make to your customers. You will practice how to prepare, drive, and close the calls effectively, including how to assess and better understand customers over the phone to help them move through the sales process.

Overall, it was a solid course. I fully enjoyed it and thought it was, by far, the most valuable training I have been in.

This was a really good course! Good instruction and reinforcement of principles. Enjoyed!

I thought the course was insightful and it worked.

Classroom 20 Max Attendance Session Price $20k USD
Interactive and helpful - good takeaways from peers – Instructor was very knowledgeable.

Course provided good methods and new methods to rate, analyze and conduct business with customers.

Having a structured process for researching, establishing and developing opportunities increases quantity and quality of the pipeline for hunters and farmers.

HUNTING: NEW BUSINESS DEVELOPMENT

Are you...

Looking to improve your process for identifying potential customers?

Struggling to optimize the time you spend developing your business across various accounts?

Looking to accelerate the sales process by asking purposeful questions at the appropriate time?

We can help...

Hunting: New Business Development provides a set of easy to use tools to help you more effectively identify and progress new opportunities. You will explore methods for carrying out target account research, creating a contact strategy, and managing gatekeepers. Additional topics include the Request for Proposal (RFP) / Request for Quotation (RFQ) process, business cases, handling objections, negotiations and closing.

This classroom course provides the opportunity to practice implementing concepts and receive coaching.

1 Day Classroom 20 Max Attendance Session Price $10k USD
Are you…
Looking for inspiring ways or techniques to engage with your clients?
Wanting to differentiate yourself from the competition and delivering a pitch that resonates with your specific audience?
In need of a place to safely test and hone your storytelling capabilities with real-time feedback?

We can help…
Storytelling will allow you to explore the skills for crafting your business value proposition into a compelling story that targets the client’s value levers.
You will study the key elements of a good story, how to tailor it to your audience and how to deliver it with maximum impact.
During the session you will engage in discussion and have the opportunity to practice your skills in an interactive manner.
Determining who the decision maker is, and who has influence in the buying process is essential to effective selling. Mapping relationships produces insights to help navigate the organization.

**RELATIONSHIP MAPPING**

**Are you...**

- Investing time with certain customers, only to find out they have no influence on the buying decision?
- Running into customers who actively block you from progressing your opportunities?
- Struggling to identify or gain access to the key players who can drive the deal to close?

**We can help...**

Relationship mapping provides a structured framework you can use to analyze the customer organization at the account and opportunity level, in order to understand the existing relationships and ensure you’re investing your time in the right places.

This virtual classroom course provides the opportunity to practice implementing the concepts taught and receive expert and peer guidance.

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- **2 hours**
- **Virtual Classroom**
- **20 Max Attendance**
- **Session Price $3k USD**
Demonstrate that the customer cannot proceed without you by connecting the outcomes your offering delivers to their unique values.

INTRODUCTION TO BUSINESS CASE DEVELOPMENT

Are you...
- Struggling to articulate your value proposition to a customer?
- Having trouble justifying the investment in your solution?
- Looking for a way to ensure your pitch resonates with the customer?

We can help…

Introduction to Business Case Development will guide you through the key elements of an effective business case as part of the selling process. You will examine how a business case fits into the context of solution selling, and explore the concept of value and articulating a value proposition.

This course is self-paced and includes online interactions as well as knowledge checkpoints throughout.

30 Minutes
Web (self-paced)
No Max Attendance
Seat Price Free of Charge
Reach win-win outcomes and drive mutual business value over time by understanding the customer’s true interest.

**FUNDAMENTALS OF NEGOTIATION**

Are you...
Finding yourself across the table from a customer that challenges you on every facet of a deal?

Ending up in price based conversations with the customer, unable to keep the focus on value?

Concerned about maintaining strong customer relationships while achieving desirable outcomes?

We can help...
Fundamentals of Negotiation covers core negotiation tactics and techniques to form a foundation for future negotiation offerings that you can continue to build on.

Using real-life examples you will see how to effectively execute these techniques to reach win-win outcomes and enhance mutual business value over time.
Learn how to optimize your and the client’s time for consistent positive outcomes

Are you...
Struggling to achieve your objectives when meeting with customers either in person or over the phone?
Looking for an easy to use methodology to prepare for, execute, and follow up on key meetings?
Leaving meetings feeling you didn’t achieve what you had set out to achieve?

We can help...
Meeting and Call Planning provides you with a framework that will help you plan for engagement with customer contacts. It also allows sellers to gain the most from customer meetings through effective follow up.

This course is self-paced and includes online interactions as well as knowledge checkpoints throughout.

MEETING AND CALL PLANNING

30 Minutes
Web (self-paced)
No Max Attendance
Seat Price Free of Charge
Explore what building a great Win Strategy takes and how to avoid common pitfalls. Enhance your competitive intelligence and business acumen.

Are you...
- Searching for tools to help you assess the competition and develop a competitive strategy?
- Looking for a method to understand and leverage your own strengths and weaknesses?
- Struggling to close the deal and get your customer to "yes"?

We can help...
Creating a Win Strategy will guide you through the key inputs and elements for a solid win strategy. Study techniques like SWOT analysis, building win themes, and gathering insights to gain a competitive advantage.

This course is self-paced and includes online interactions as well as knowledge checkpoints throughout.

CREATING A WIN STRATEGY
A well structured and compelling message is key to engaging your audience.

Are you...
- Looking for methods to connect with your audience?
- In need of techniques for developing a compelling storyline?
- Unsure how to use visuals that will engage your customers and reinforce your message?

We can help...
- Creating Effective Communications covers the fundamentals of building a clear and compelling message that is targeted to a sales audience. You will learn how to clarify your message tailored to your audience and how to use an effective structure and visuals to enhance the message.

This course is self-paced and includes online interactions as well as knowledge checkpoints throughout.
Laser target your prospects through Social Selling

Are you…
Thinking about leveraging your online brand and building your credentials?
Trying to establish how to best leverage social media to engage your customer with insight?
Looking for new and fresh ways to increase your rapport and trust with your customers?

We can help…
Social Selling is an introductory level course that establishes the importance of social selling. This important new approach to selling allows you to laser-target your prospects and, establish rapport and trust through existing connections and networks.

This course will be highly engaging, visual and will provide you hands-on resources and tools.

SOCIAL SELLING

45 Minutes
Web (self-paced)
No Max Attendance
Seat Price Free of Charge
Understanding your customer’s financial situation enables you to provide a solution that addresses their concerns.

Are you…

After a better understanding of your customer’s business at a deeper level?

Trying to better comprehend your customer’s financial reports?

Looking to develop a value message for a solution that addresses your customer’s concerns?

We can help…

Financial Acumen for Sales introduces basic financial reports and the information that can be gathered from them. You will play the role of an investor to engage in an interactive game that teaches these basic principles. The second part of the courses focuses on the insights the basic information provides and how those insights can help HP sales people have better, more informed value conversations with their customers.