



HP2-B110^{Q&As}

Selling HP Imaging and Printing Supplies – Exam

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QUESTION 1

What is the key driver for supplies sales?

- A. Response to the competition
- B. End of life
- C. Need
- D. Price drop

Correct Answer: C

QUESTION 2

What is an advantage of the HP Supplies Big Deal Program?

- A. It provides exclusive access to HP Dual Packs.
- B. It provides access to original HP Supplies at a discount.
- C. It provides access to the HP Supplies Big Deal Program Calculator.
- D. It provides special use of the Planet Partner Program.

Correct Answer: B

QUESTION 3

What is a typical cross-selling question?

- A. "Can I make your sale bigger?"
- B. "Wouldn't you benefit even more from an HP X cartridge?"
- C. "Do you Print duplex?"
- D. "Do you also have HP Inkjet printers? If so, we have a good offer on HP ink supplies at the moment."

Correct Answer: D

QUESTION 4

Why should you look after a loyal customer?

- A. They tend to be more faithful to one reseller.
- B. They spend the most money.



- C. They tend to be more demanding.
- D. They are willing to sacrifice quality for an attractive price.

Correct Answer: A

QUESTION 5

Approximately what percent of the HP printers imaging system is contained in the HP laserJet All-in-One print cartridge?

- A. 70%
- B. 50%
- C. 90%
- D. 30%

Correct Answer: A

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