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QUESTION 1

What are three typical target customer groups for supplies?

- A. Loyal - original supplies customers, switcher customers, and lost customers
- B. Ink customers, laser customers, and media customers
- C. Home-user customers, public customers, and enterprise customers
- D. Small-sized customers, medium-sized customers, and large-sized customers

Correct Answer: D

QUESTION 2

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 3

What steps does HP take to protect customers from counterfeit cartridges?

- A. Partner network, local offices, and worldwide presence
- B. Research and development, Marketing and reliability
- C. Prevention, product packaging, and investigation
- D. Product design, toner formula, and marketing

Correct Answer: C

QUESTION 4

Which statement is true regarding multi-pack ink cartridges?

- A. They should only be sold to small-to-medium sized customers.
- B. The customer can save over 30%.



- C. They are designed specifically for home users.
- D. They offer better value to customers who print a lot.

Correct Answer: D

QUESTION 5

In which circumstance is it appropriate to use HP LaserJet C cartridges?

- A. Whenever possible as they are designed to replace all A, X and M cartridges
- B. For old printers where the cost per page is too low
- C. For new printers with limited availability of the X or DX
- D. In Win Back and CLPPU deals

Correct Answer: D

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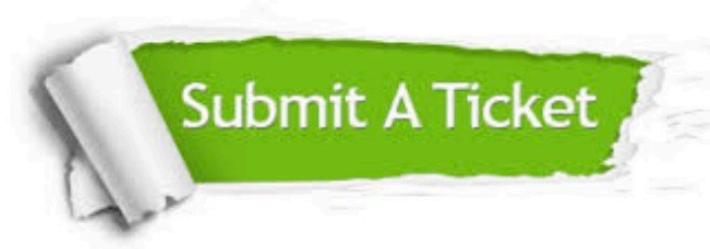
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