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HP2-I07

Selling HP Workpath apps 2020



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Question: 1

What are some effective ways to address customer objections during the HP Workpath app sales process? (Select all that apply.)

- A. Ignoring the objection and moving on to the next topic
- B. Dismissing the objection as unimportant
- C. Acknowledging the objection and addressing it with a relevant solution
- D. Providing customer testimonials and case studies

Answer: C,D

Explanation:

Ignoring or dismissing objections is not an effective sales strategy. Instead, addressing objections with relevant solutions and offering customer testimonials and case studies can help build credibility and trust.

Question: 2

What are some key elements of an effective sales pitch for HP Workpath apps? (Select all that apply.)

- A. Focusing on the app's technical specifications and capabilities
- B. Offering a discount or special promotion
- C. Tailoring the pitch to the customer's specific business needs and goals
- D. Demonstrating the app's value proposition and benefits

Answer: C,D

Explanation:

While technical specifications and pricing may be important, an effective sales pitch for HP Workpath apps should focus on the app's value proposition and benefits, and tailor the pitch to the customer's specific needs and goals.

Question: 3

Which of the following is an effective way to create an engaging and memorable sales pitch for HP Workpath apps?

- A. Using generic language and phrasing to showcase the app's capabilities

- B. Offering a one-size-fits-all solution to every customer
- C. Creating a personalized and tailored pitch for each customer
- D. Focusing solely on the app's technical specifications and pricing

Answer: C

Explanation:

Creating a personalized and tailored pitch for each customer can help build a stronger connection and increase the likelihood of making a successful sale.

Question: 4

How can customer feedback be used to improve the HP Workpath app sales process?

- A. By ignoring customer feedback and continuing with the existing sales process
- B. By incorporating customer feedback and making necessary changes to the sales process
- C. By offering incentives or rewards to customers who provide feedback
- D. By focusing solely on positive feedback and ignoring negative feedback

Answer: B

Explanation:

Customer feedback can be a valuable tool in improving the HP Workpath app sales process. Incorporating customer feedback and making necessary changes can help address pain points and improve overall customer satisfaction.

Question: 5

What are some effective ways to identify customer pain points during the HP Workpath app sales process? (Select all that apply.)

- A. Conducting a survey of the customer's employees
- B. Asking questions about the customer's business processes and workflows
- C. Providing a list of available apps and letting the customer choose
- D. Researching the customer's competitors and industry trends

Answer: A,B

Explanation:

These are effective ways to identify customer pain points and recommend the most appropriate app to address their needs and challenges.

Question: 6

What are some key elements of an effective sales pitch for HP Workpath apps? (Select all that apply.)

- A. Focusing on the app's technical specifications and capabilities
- B. Highlighting the app's unique selling points and value proposition
- C. Providing a detailed overview of the app's pricing and payment options
- D. Offering a one-size-fits-all solution to every customer

Answer: B

Explanation:

An effective sales pitch should focus on the unique selling points and value proposition of the app, rather than just its technical specifications or pricing.

Question: 7

What are some effective ways to create an engaging and memorable sales pitch for HP Workpath apps? (Select all that apply.)

- A. Using storytelling techniques to showcase the app's benefits and impact
- B. Creating a sense of urgency or scarcity around the app's availability
- C. Personalizing the pitch to the customer's specific business needs and goals
- D. Offering a discount or special promotion to the customer

Answer: A,C,D

Explanation:

These are effective ways to create an engaging and memorable sales pitch for HP Workpath apps, and can help build trust and credibility with the customer.

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