

# HP Imaging and Printing Sales Fundamentals, Rev. 13.11 (WBT)



## Course description

This course offers a complete introduction of the HP imaging and printing portfolio. It also introduces HP as a company and the benefits of working with HP as a partner. It teaches important concepts and demonstrates how you can increase profits by helping your customers to be successful using HP imaging and printing products and services. The course includes exercises and labs to practice these principles and techniques so you can provide effective tools to your customers for success in the real world.

## Who should attend

Anyone new to imaging and printing sales as well as anyone who needs to update their knowledge of the HP Imaging and Printing Portfolio, HP Ecosolutions program and HP's competitive advantages.

## Prerequisites

For complete prerequisites and requirements to achieve any of the related certifications or upgrade paths, see the certification description on the HP ExpertOne website.

## Objectives

After completing this course, you should be able to do the following:

- Describe trends in imaging and printing.
- Introduce HP Imaging and Printing products and solutions.
- Provide an overview of HP Imaging and Printing core technologies, product lines, and solutions.
- Discuss the use and the impact of color.
- Identify online resources for partners and customers.
- Differentiate between horizontal and vertical markets.
- Propose green solutions

## For more information

HP ExpertOne: [www.hp.com/go/ExpertOne-ContactUs](http://www.hp.com/go/ExpertOne-ContactUs)

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<b>Course ID</b>	00705449
<b>Course format</b>	WBT
<b>Typical Course length</b>	4 hours
<b>Delivery languages</b>	English

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