

# Selling HP ArcSight Security Solutions – Self Study Guide



## Course description

This course helps you prepare to meet with customers and sell HP ArcSight Security Solutions. It covers HP ArcSight's unique selling points and shows you how it fits in the bigger HP Enterprise Security Solutions big picture.

## Who should attend

HP Channel Partner and Employee Sales Representatives

## 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:

- Recognize key security trends and the security areas ESP is active in
- Understand the challenge customers face / Business Drivers
- Explain the HP ESP Solutions/Value Propositions
- Explain the HP ArcSight Security Solutions
- Identify HP ArcSight Security Solutions Products
- Identify HP ArcSight's Value Propositions
- Identify, describe, and categorize qualification questions
- Identify competitors and perform basic competitive analysis
- Demonstrate unique business value and build a proposal
- Demonstrate knowledge of pricing/licensing models
- Leverage the HP footprint: cross HP Software Sales plays

## For more information

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

HP ExpertOne Training: [www.hp.com/go/ExpertOneTraining](http://www.hp.com/go/ExpertOneTraining)

<b>Course ID</b>	00900734
<b>Course format</b>	WBT
<b>Typical Course length</b>	1 hour
<b>Delivery languages</b>	English
<b>Related certifications</b>	<ul style="list-style-type: none"> <li>• <a href="#">HP Sales Certified - ArcSight Security Solutions [2014]</a></li> </ul>

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Find this course in The Learning Center. Login and password required.