



Selling HP Enterprise Storage Solutions and Services

Exam description

This exam tests your knowledge selling enterprise storage solutions and services.

Who should take this exam?

This exam is for HP channel and distributor attended partners, sales representatives and presales consultants who want to understand how to better sell HP enterprise storage solutions and services to their customers. You should have a least 1 year experience with HP storage products and services.

Exams are based on an assumed level of industry standard knowledge that may be gained from training, hands on experience, or other prerequisite events. The associated training course provides a foundation but you are expected to have experience selling HP storage solutions and services as well.

Exam contents

This exam has 40 questions. Here are types of questions to expect:

- Matching
- Multiple choice (multiple responses)
- Multiple choice (single response)

Tips for taking this exam

It is important to note that although training is recommended for exam preparation, successful completion of the training alone does not guarantee that you will pass the exam. In addition to training, exam items are based on knowledge gained from on the job experience and application as well as other supplemental reference material.

Take the time to read the entire question and consider all of the options carefully before you answer. If the question indicates that it features an exhibit, study the exhibit and reread the question. Make sure to select the answer that correctly responds to the question that is asked — not simply an answer that includes some correct information. If the question asks for more than one answer, remember to select each correct answer. You will not receive partial credit for a partially correct answer.

Objectives

This exam validates that you can successfully perform the following:

	Sections/Objectives
20%	Use the Executive Whiteboard to demonstrate the key benefits HP Storage Solutions
10%	Identify potential objections and strategies to counter them
20%	Compare the HP approach to competition and demonstrate why HP is better <ul style="list-style-type: none"> • Compare the HP approach to EMC • Demonstrate ability to compete and win against the competition
20%	Link the features and value of HP storage offerings to customer challenges and opportunities <ul style="list-style-type: none"> • Understand features and value proposition of MSA, StoreOnce, StoreEver, StoreFabric, StoreVirtual, StoreEasy, and D2000 • Articulate the value of HP storage solutions and technologies in business terms
17%	Determine which HP Storage solutions resonate with customer needs <ul style="list-style-type: none"> • Link HP Storage solutions to customer pain points • Recommend the best solution based on how its features address customer challenges
13%	Expand deals by leveraging HP Storage solutions, Technology Services, and convergence strategies <ul style="list-style-type: none"> • Recommend HP ServiceOne Storage delivery options for partners • Identify cross-selling opportunities for HP Technology Services for HP Storage based on customer needs

Exam ID	HP2-K38
Exam type	Web-Based online exam used in certifications
Exam duration	1 hour 15 minutes
Exam length	40 questions
Passing score	60%
Delivery languages	Brazilian Portuguese, Castilian Spanish, English, Simplified Chinese, Japanese, Korean, Russian, French, German
Related certifications	<ul style="list-style-type: none"> • HP Advanced Sales Certified - Enterprise Storage Solutions and Services [2014]
Supporting courses	These recommended courses help you prepare for the exam: <ul style="list-style-type: none"> • 00868803 - HP Advanced Sales Certified - Enterprise Storage Solutions and Services [2014] (training)

Register for this Exam

You will need an [HP Learner ID](#) and a Pearson VUE login and password.

During the exam, you can make specific comments about the exam and items. HP welcomes these comments as part of our continuous improvement process.

For more information

HP ExpertOne: www.hp.com/go/ExpertOne-ContactUs

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