

**Exam : HP2-Q04**

**Title : Selling HP Integrity Server Solutions [2010]**

**Version : DEMO**

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1. What are typical application deployment savings that customers could expect the Alinean Return on Investment and Total Cost of Ownership templates to report?

- A. 50%
- B. 60%
- C. 75%
- D. 99%

**Answer: C**

2. How does FlexFabric dramatically simplify hierarchical, complex and inflexible networking?

- A. by moving network intelligence away from the server edge and closer to the core
- B. by moving network intelligence away from the core and closer to the server edge
- C. by moving network resources away from the core and closer to the server edge
- D. by moving network resources away from the server edge and closer to the core

**Answer: B**

3. How does a Converged Infrastructure directly link business and IT?

- A. It matches the supply of IT resources with the demand for business applications in an optimal way.
- B. It allows IT to manage resources efficiently, allocating physical and virtual resources on a highly planned basis.
- C. It ensures that downtime is reduced, making business more predictable.
- D. It allows system deployments to be more rapid, thereby providing significant savings for the business.

**Answer: A**

4. What are typical cost reductions that the Alinean Return on Investment and Total Cost of Ownership templates can deliver to customers?

- A. a 38% cost reduction
- B. a 62% cost reduction
- C. a 50% cost reduction
- D. an 80% cost reduction

**Answer: C**

5. What should not be addressed until the latter stages of BCS sales discussions?

- A. Return on Investment
- B. Payback
- C. Product Functionality
- D. Overall efficiency improvements

**Answer: D**

6. Approximately which percentage of IT budgets are some companies spending on operations rather than on innovation or strategic needs?

- A. 60%
- B. 70%
- C. 75%
- D. 80%

**Answer: B**

7. What is the main benefit that the HP Visioning Workshop provides to customers?

- A. It helps customers create the concept for a technology infrastructure that better aligns with their business.
- B. It helps customers understand the technology infrastructure they will implement in their CI rollout.
- C. It helps HP and Partner organizations create a comprehensive plan for the customer, recommending specific services.
- D. It helps the customer accelerate the launch of business initiatives and mitigate risk during the infrastructure transformation.

**Answer: A**

8. Why do aging traditional datacenter architectures have a significant business impact?

- A. They have too many servers.
- B. They require large numbers of system administrators.
- C. A lack of standardization impedes automation and governance.
- D. There are not enough virtual servers.

**Answer: C**

9. Server virtualization does not always deliver the expected benefits to businesses. Which statement best describes HP's approach to solving the problems?

- A. Data centers need to be redesigned to take advantage of new technology.
- B. Manual processes need to be automated and management controls tightened.
- C. Hardware, software and services need to be managed more effectively.
- D. More planning needs to take place when deploying virtual servers.

**Answer: A**

10. Which of the following is critical in relation to SMART objectives?

- A. You must ensure all SMART objectives are covered before the end of the meeting.
- B. You must ensure that you and your customer have shared SMART objectives.
- C. You must ensure that you confirm the SMART objectives at the start of each meeting or call.
- D. You must ensure that all SMART objectives are linked, in some way, to the solution that you plan to offer.

**Answer: A**

11. What is the primary reason for using the "Golden Silence" technique within active listening?

- A. It is the stage that allows the customer to respond to your questions.
- B. Golden silence allows you to think about how to respond to the customer's responses.
- C. Golden Silence is a pause, after a response from the customer, which may elicit a "golden nugget" of extra information.
- D. It is the time when you plan your Summary.

**Answer: C**

12. Why are structured questioning techniques so important in a sales meeting?

- A. They allow a supplier to clarify the stated business need.
- B. They allow a supplier to fully understand the business problem as articulated by the customer.
- C. They allow a supplier to build rapport with the customer, forming the basis of a deeper relationship.
- D. They allow a supplier to potentially uncover true "business pain," which may not yet be understood by the customer.

**Answer: D**

13. Why is it so important to ask Opinion questions during a sales meeting?

- A. They allow you to gauge whether your product or service is the frontrunner in the bid.
- B. They are a chance to gain feedback on how you are doing.
- C. They establish how the customer views your ideas and suggestions.
- D. They allow you to and the customer to confirm what the next steps are in the sales cycle.

**Answer: C**

14. Evidence from customers indicate that many sales meetings result in little progress. What is the main reason for this?

- A. The salesperson did not confirm the agenda before the meeting.
- B. The salesperson focused too much on products rather than services.
- C. The salesperson did not spend enough time listening.
- D. The salesperson had not invited the correct people to the meeting.

**Answer: A**

15. As a supplier, you should be aiming for at least "Level 4" on the Business Relationship Pyramid. Which statement describes a Supplier:Customer relationship at this level?

- A. As a supplier I am delivering Product to my customer.
- B. As a supplier, I am delivering True Value to my customer.
- C. As a supplier, I am delivering Service Wraparound to my customer.
- D. As a supplier, I am delivering Extensive Service, Product and Support to my customer.
- E. As a supplier, I am delivering Qualified Business Value, and starting to create "stickiness" for my customer.

**Answer: E**

16. Why are Verification questions an excellent way to start a Sales meeting?

- A. They enable you to verify the customer needs.
- B. They enable you to check on basic items such as agenda and objectives.
- C. They enable you to verify that the correct decision makers are in the meeting, and call for anyone that is absent.
- D. They enable you to check that the business opportunity is still current, thereby ensuring you do not waste your time

**Answer: B**

17. What should you do if a customer does not add further information when you leave an Active Listening pause of one or two seconds? (Select two).

- A. Wait another two seconds until they reply.

- B. Repeat the question to make sure they have understood.
- C. Summarize to show you have listened.
- D. Ask another question.
- E. Ask if there is anything that they have not understood.

**Answer:** A, C

18. What are the three key components of the opening stages of a sales meeting? (Select three.)

- A. Budget Identification
- B. Project Resources
- C. Strong Greeting
- D. SMART Objectives
- E. Compelling Business Reason
- F. Opening Statement

**Answer:** DEF

19. What are the main benefits of diagnosing customers' needs?

- A. It results in higher average sales per deal.
- B. It will set the salesperson apart from other salespeople in terms of professionalism.
- C. It creates trust between the salesperson and prospective customers.
- D. It enables salespeople to qualify a higher percentage of deals.

**Answer:** B

20. According to the CFO, what is the major change in purchasing behavior that has resulted from the economic turmoil of 2009/2010?

- A. CFOs are looking for the latest technology, because it will not need to be replaced for a long time.
- B. CFOs are looking upon technology purchases as an investment, one that will deliver a strong return and a short payback.
- C. CFOs are now looking for creative financing arrangements on all new purchases.
- D. CFOs are looking for sales techniques that explain how the technology will give the company a competitive edge.

**Answer:** B

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