



**Vendor:** HP

**Exam Code:** HP2-Q04

**Exam Name:** Selling HP Integrity Server Solutions

**Version:** DEMO

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: B

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: A

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: B

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: A

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: A

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: B, D, E

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: A