

FIND IT HERE!

HIT PRINT



## THE HP PRINTING SALES GUIDE

The tool you've been waiting for to increase upsell and attach rates

### Tired of...

- Surfing websites to find what you're looking for?
- Wondering if your content is up to date?
- Looking for the right material to create presentations?
- Telling customers you "need to get back to them" because you don't have the right information to answer their questions?

### We have the remedy

The HP Printing Sales Guide is an easy-to-use, powerful, centralized, automated tool that provides one access point for everything you need to sell HP printing solutions.

### Flexible, portable, up-to-date

The HP Printing Sales Guide boasts a dynamic user interface enabled by a combination of flexible navigation software and PowerPoint® slides. Many slides feature hotlinks to supporting websites and documents, such as data sheets in portable document format (PDF).

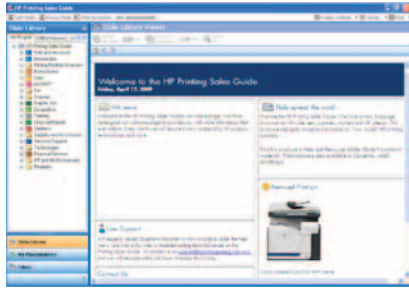
Create custom presentations, mix and match slides, insert slides into your existing presentations and customize the content on individual slides. Plus, if you create your custom presentations within the guide, the slides you've chosen will automatically be updated.

Best of all, the guide functions offline, so you can use it on the road, in customer settings or in training environments.

### What's in the GUIDE?

- **Background information**, such as terminology and technology definitions, strategies, positioning and messaging
- **Category information**, including trends, family lineups, market analysis, how-to-sell, technologies, competitive advantages, success stories and much more
- **Links** to product data sheets and evaluator's guides (PDFs) and supporting websites
- **Hardware product benefits**, walk-arounds, and cross-sell/upsell and attach information, including sales tips and tricks
- **A wealth of sales tools** for software and hardware solutions, services, supplies and support

To best meet your needs, you can choose from portable and web versions of the GUIDE.



The **portable version** is housed on your computer, so you can use it whether or not you have Internet access. You automatically receive any available content updates when you are connected to the Internet, to keep you in sync with the most current information. **Connect often!**



The **web version** can be accessed easily and instantly from your browser when you are connected to the Internet and it's a great tool to have available on the sales floor. The web version features the same slide content as the portable version, but does not support all hyperlinking or let you save slide presentations within the guide. (You can still download slides to your computer.)

## Frequently asked questions

### Which product lines are in the guide?

HP LaserJet, Officejet, Officejet Pro, Designjet, Photosmart, Deskjet, scanners, faxes and MFPs/AiOs.

### Who is the audience for the guide?

HP sales reps, partners, trainers and HP internal. Most of the guide's content is not confidential, and can be shared externally with partners. However, there are links within some slides that can only be accessed with an hp.com address.

### Is my region and language supported?

The guide is regionalized, ensuring that users see the right products and accessories for their region. Regionalized content is then localized (translated) for the following languages:

**NA:** English

**EMEA:** English, Arabic, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish and Turkish

**LA:** English

**AP:** English

### Who do I contact if I have problems?

- For content issues, contact [content@hpprintingsalesguide.com](mailto:content@hpprintingsalesguide.com).
- For software issues, contact [support@hpprintingsalesguide.com](mailto:support@hpprintingsalesguide.com).

## Get the GUIDE today.

### Portable version

- Go to [www.hpprintingsalesguide.com/registration](http://www.hpprintingsalesguide.com/registration) to register online and download the guide.
- Run the installation wizard and accept all security prompts during the installation process. Once installation is complete, you can access the guide via an icon on your desktop.

System requirements: Windows® 7, Windows Vista®, Windows XP with Service Pack 2, and Internet Explorer 6.0 or higher. Ensure that Internet Explorer is your default browser.

A high-speed Internet connection is recommended. Please allow plenty of time for installation as the first application and content download is nearly 600 MB.

Content updates typically occur weekly, and should take no more than a few minutes.

### Web version

- Go to: [www.hpprintingsalesguide.com/webapp](http://www.hpprintingsalesguide.com/webapp) to access the web version of the guide.
- Click on the **Sign Up** link to create an account.

