



HP2-Q04

Selling HP Integrity Server Solutions

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Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

Question: 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

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