

# IT to Business Alignment Consultative Selling of Mission Critical Technical Services, Rev. 11.41

Learning Center ID: 00402962

HPES Course ID: HL943

Course duration: 2 days

## Course description

This sales enablement workshop allows HP partner sales reps to extend their selling capabilities to include identification of opportunities for Mission Critical (MC) support services and potentially other Technical Services (TS) offerings. It leverages and replicates the specific experience of an MC discovery expert who has been successfully conducting MC discovery workshops with customers for more than a decade. It shows the methodology of conducting a customer interview to identify business drivers, IT strategies, critical business processes, and the business impact of critical service availability issues. It then shows the rep how to compare the customers' ITSM with industry standards and then align the identified needs with the TS support portfolio.

Participants are shown theory on consultative selling methodologies as well as key selling techniques as soft skills development opportunities. The primary focus will be understanding and practicing the elements of the IT to Business Alignment workshop.

## Audience

HP ServiceONE Expert Partner salespeople who offer MC-related products and services

## Required Prerequisites

- [HP Sales Certified Support Services Level I \[2012\]](#)
- [HP Sales Certified Support Services Level II \[2012\]](#)

## Certifications

- [HP Advanced Sales Certified - Professional Services \[2012\]](#)

## Exam

- HP2-E50: Consultative Selling Professional Services

## Price

- \$3,000 USD
- \$3,300 CAD

## Cancellation policy

Registration may be cancelled without tuition charge if HP training registration receives notification of cancellation eleven days prior to the class. Visit the HP Education Services website for [cancellation policy](#) details.

## Partner registration

Partners can [register online](#) or by phone:

US: 1-800-472-5277

Canada 1-800-563-5089 (Canada)

**Students should bring their laptop to the class**

Location	Date
Herndon, VA	03/01/12 - 03/02/12
Downers Grove, IL	03/07/12 - 03/08/12
Overland Park, KS	03/13/12 - 03/14/12
King of Prussia, PA	03/19/12 - 03/20/12
Blue Ash, OH	03/26/12 - 03/27/12
Birmingham, MI	03/26/12 - 03/27/12
Dublin, OH	03/29/12 - 03/30/12
Brookfield, WI	04/04/12 - 04/05/12
Parsippany, NJ	04/10/12 - 04/11/12
Mississauga, ON	04/10/12 - 04/11/12
Indianapolis, IN	04/11/12 - 04/12/12
Mississauga, ON	04/12/12 - 04/13/12
Burlington, MA	04/17/12 - 04/18/12
Des Moines, IA	04/18/12 - 04/19/12
Washington DC	04/24/12 - 04/25/12
Farmington, CT	05/01/12 - 05/02/12
St. Louis Park, MN	05/02/12 - 05/03/12
New York, NY	05/07/12 - 05/08/12
Albany, NY	05/10/12 - 05/11/12
Montreal, Quebec	05/17/12 - 05/18/12

