

**Course Outline:** ASP IPG

**Learning Method:** Instructor-led  
Classroom Learning

**Duration:** 1.00 Day(s)/ 8 hrs

**Overview:**

Presentations and workshops in conjunction with an interactive approach impart basic knowledge about the complete image and printing product and solution portfolio. Focusing on technologies and their respective advantages drives you to discover the benefits HP delivers to the customers from a client and sales perspective. The structure of the course comprises crucial sales knowledge and approaches as well as technology related sessions. Participants will learn how to win deals by offering appropriate HP solutions. The training's philosophy is successfully selling by indispensable knowledge and personal persuasion.

**At Course Completion:**

Participants will be able to understand and start to successfully sell from the HP IPG product and solution portfolio. Passing the test successfully makes you an IPG Sales Professional with all its benefits.

**Who should attend?**

Everybody new to IPG and IPG Sales as well as everybody who needs an update on the actual HP IPG portfolio and its competitive advantages.

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