

KEEP GROWING STRONGER
AT HP SALES UNIVERSITY

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WHY DID WE START HP SALES UNIVERSITY?

At HP, we're committed to investing in our employees through training and development. That's why, in 2010, we established an elite, world-class learning environment—HP Sales University.

Here, we strive to **empower** account teams, **inspire** leadership & **ignite** innovative thinking in order to help customers and HP accelerate results.





WHY SHOULD I ATTEND HP SALES UNIVERSITY?

Client team members, Account General Managers (AGMs), Account Managers (AMs), Account CTOs (ACTOs) and Sales Leadership who attend HP Sales University experience a refined approach to learning and genuinely evolve their sales styles.

In fact, students who have attended the License to Practice Master program have increased customer satisfaction results by an average of 0.5 points on the 10-point Trusted Partner Index scale and have an 11.6% higher quota attainment than those who have not attended. Additionally, students who attend Client Team Onboarding achieved time to productivity 17 days sooner than those who did not attend.

On your way to becoming a trusted partner, HP Sales University can help you:

- Improve and increase executive (C-level) engagement & understanding
- Create opportunities that drive value for our clients and growth for HP
- Build strategic partnerships and foster customer loyalty
- Develop leadership skills to effectively engage your team

WHAT CAN I EXPECT AT HP SALES UNIVERSITY?

In its first year, HP Sales University grew, evolved and changed to adapt to the way HP does business—and, more importantly, the way our clients work. Here's what you can expect from the FY2012 curriculum.

CLIENT TEAM ONBOARDING

Designed for individuals who are new hires or new to the role, this program focuses on giving each team member the “tribal knowledge” they need to be successful quickly at HP. This program enables client team members to:

- Understand and present HP's go-to-market strategies
- Identify, position and differentiate opportunities for new pan-HP solution sales
- Effectively navigate HP and utilize different engagement models on behalf of customers
- Swiftly implement HP sales methodologies, tools and processes
- Use the Business Value Framework to engage customers in game-changing conversations
- Make the most of C-level engagements by learning what's important to CIOs and CFOs
- Employ peer-established best-practices through our AGM knowledge sharing sessions

Client Team Onboarding is a mandatory Gate (1) for AGMs.



LICENSE TO PRACTICE ESSENTIALS

Focused on executive messaging and developing pan-HP solutions, License to Practice Essentials takes the best of the Client Team Onboarding program and provides AMs who have been in the role for some time with the knowledge they need to be successful with their accounts.

LICENSE TO PRACTICE MASTER

This flagship program provides Global Account Leaders with the skills required to sell using value-based messaging and to enable their evolution to trusted solution partner. This program provides client team members with:

- Deeper understanding of executive motivations, goals, and decision-making to create and sustain business relationships with C-level clients
- Fluency in the logic and language of business to collaborate with C-level executives in creating and executing strategies for mutual business benefit
- Acumen for developing, presenting and defending compelling business cases that support client investments
- Ability to align HP's industry and horizontal solutions with client business and technical initiatives
- Business savvy to develop innovative ways to help clients improve financial performance within the context of their industry and business objectives/strategy

AGMs, AMs and ACTOs must complete the course work to earn their Level 1 License. As a result of the License to Practice Master program (Gate 2), AGMs must earn their Level 1 License (Gate 3) within 18 months of hire.

LICENSE TO PRACTICE FOR ACCOUNT TEAMS

License to Practice for Account Teams provides Global Account Leaders and their teams the opportunity to dive into industry-specific business models, processes and key financial ratios to better understand and meet customer needs.

Participants learn these advanced business concepts through an engaging simulation led by industry experts and coaches. Then teams apply what they've learned by working collaboratively on their account's strategic roadmap, specifically looking for innovative, breakthrough opportunities. Finally, account leaders take time to create unsolicited proposals in a hands-on working session that rounds out the program.

This program requires fundamental knowledge of the Business Value Framework. Eligible account leaders will have completed License to Practice Master.

P2L CHALLENGE DAY

The P2L Challenge Day is designed specifically for AGMs to assess their sales and leadership competence to attain the highest growth possible for HP and our accounts. The P2L Challenge Day assessment is affirmation for AGMs and their managers that they have grown more effective in driving strategic account transformation, growth and profitability.

This is a mandatory Gate (4) for AGMs.



EXECUTIVE LICENSE TO PRACTICE

HP Sales University strives to drive client loyalty by showing our accounts that we are the clear partner of choice for enterprise solutions. Managers of AGMs, Country Managing Directors and Sales VPs are critical to the success of this goal as they ensure their teams are constantly learning & improving—and applying those learnings every day. The week-long Executive License to Practice symposium is designed to help sales leaders:

- Create a strategic development plan for a vertical industry or country
- Outline actionable steps to execute the strategy
- Refine or develop a personal brand as a community and industry thought leader
- Use industry trends and business processes to uncover sales opportunities
- Drive profitable growth by effectively executing and coaching to the Accelerated Sales Framework



INDUSTRIES CURRICULUM

The purpose of the Industries Curriculum is to create deep industry knowledge so Global Account Leaders can speak the same language as their customers and solve industry-specific business problems. The curriculum includes self-paced courses and instructor-led offerings for all industries and their sub-segments. Industry Business Dynamics is a two-day, instructor-led business simulation designed to allow learners to walk in the shoes of their customers and to more fully understand the business drivers, KPIs and environment to better position HP solutions and identify new opportunities.

SOLUTIONS CURRICULUM

The purpose of Solutions Curriculum is to enable the client team members to develop competency and position HP's horizontal solutions with their customers. Designed to take the learner from foundational knowledge to on-the-job application, the horizontal solutions curriculum includes self-paced courses and virtual offerings. Solution Sales Elite is an award-winning virtual program offering that provides deep application knowledge and coaching in selling the horizontal solutions in four industries: Retail, FSI, HLS and Automotive.

ACCELERATED SALES FRAMEWORK CURRICULUM

The Accelerated Sales Framework curriculum includes training resources for Account Business Planning, Opportunity Management, Pipeline Management, Forecast Management and more. Additionally, the Accelerated Sales Framework Learning Community provides a role-based approach to accessing courses and a personal Learning Assistant for questions. Courses consist of web-based training courses and Just-in-Time modules.

SALES EXCELLENCE SERVICES

To ensure we are providing our Global Account Leaders with an enhanced business education, we have partnered with various consulting and market intelligence firms. These partners provide services, learning aids, proprietary information and, in some cases, sales coaching & meeting facilitation to heighten the level of education provided to HP client teams.

PARTNER	VALUE-ADDED SERVICE TO THE UNIVERSITY
IDC Analyst Advisory	Sales Advisory, industry analysis & account profiling
FinListics	Financial analysis, client/peer benchmark comparison
Rain King	Account technology footprint, IT relationship mapping
Deloitte Consulting	Business Process Maps by industry, industry KPIs
Input	Government procurement and spending trends (public sector)
First Rain	Regional IT information & news
On-Demand Coaching	Account Business Planning coaching, pursuit coaching, industry subject matter expertise

WHERE IS HP SALES UNIVERSITY?

Students may attend certain HP Sales University classes remotely, from their own offices or facilities on HP campuses around the world.

But nothing matches the experience of attending classes at our state-of-the-art campus in Plano, Texas—which is equipped with leading-edge HP technology. We look forward to welcoming you soon.

HOW CAN I ATTEND HP SALES UNIVERSITY?

Interested in learning more about HP Sales University?

Visit intranet.hp.com/tsg/ww3/HPSalesUniversity or consult with your manager today.



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HP Sales University
5400 Legacy Dr., 4th Floor
Plano, TX 75024
USA

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