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QUESTION: 1
What is an accurate description of an imaging and printing solution?

A. a long-term strategic plan
B. a combination of hardware and software to address the problem
C. a new printer
D. a review of all available software that works with imaging and printing devices

Answer: B

Explanation:
The imaging and printing solution is a combination of hardware and software working together to address paper intensive business processes.The imaging solution is normally a scanner and the printing solution is a printer. These machines use specific software to work and provide a host of tools to address paper intensive business problems.

QUESTION: 2
What is most important to remember about both transactional and consultative sales?

A. You should focus primarily on the volume of sales.
B. You should focus only on your margin.
C. You should minimize time spent with customers.
D. You should focus on your customer's business problems.

Answer: D

Reference:
http://theblueprint.typepad.com/theblueprint/2006/05/consultative_ve.html

QUESTION: 3
How is office printing costs typically calculated for a document?

A. only the cost of the printing hardware
B. only the cost of the printing hardware and the annual cost of the supplies
C. only the cost for administration and for the hardware of the printer
D. the cost of the network management, supplies, hardware, and administration

Answer: D

Explanation:
Typically, office printing costs are calculated by taking network management, supplies, hardware and administration into account. All of these things are calculated and divided by the number of prints an office produce each year.

QUESTION: 4
Which statement is true about how customers typically view office printing costs?

A. Customers typically look at the cost of supplies and hardware, but they do not consider IT costs.
B. Customers typically look at IT costs and the cost of supplies, but they do not consider hardware costs.
C. Customers typically look at hardware and IT costs, but they do not consider cost of supplies.
D. Customers typically look at hardware costs, but they do not consider IT costs or the cost of supplies.

Answer: A

Explanation:
Most customers look for the total cost of ownership. The normally include supplies and hardware but they ignore the costs of personnel working to make sure the printing solutions work properly and without any problems. IT costs are not generally considered.

QUESTION: 5
What is one way to study publically available information about your customers?

A. conduct a workshop with them
B. obtain annual financial reports from other verticals
C. obtain facilities spending and marketing budget information
D. use websites and annual reports

Answer: D

Explanation:
You don’t need to conduct a workshop or obtain annual financial reports or even obtain facilities spending and market budget information to study the information needed to understand your customer. The information you need is available in detail on their websites

and in their annual reports. You'd get an overview of finances, marketing budget information and other relevant information easily from their websites. Since this information is available publicly, customers put it on the websites and publish annual reports.

QUESTION: 6
What is an example of business networking?

A. reading a company's tweets
B. following the links on a company's website
C. using LinkedIn to find common contacts
D. attending an online workshop for professional development

Answer: C

QUESTION: 7
What should you know about your customer's business before you call on them?

A. the number of hits on their website
B. their line of business
C. their employee turnover rate
D. their office hours

Answer: D

Explanation:
Of course, you should know when the customer is available before you call them.

QUESTION: 8
How do you best evaluate a customer's needs?

A. by conducting onsite visits
B. by talking to your customer's customers
C. by ordering something from your customer and noting your experience
D. by reading online reviews of the company

Answer: A

Explanation:
You need to visit the customer at his office and conduct a one-to-one meeting to understand his/her needs.

QUESTION: 9
A customer says, “I need to reduce my supplies and printing costs." Which diagnostic question should you ask this customer?

A. How do you manage your scanners on the network?
B. How are you controlling color access?
C. What are the standard compliance regulations for your industry?
D. How do you secure your workstations over the network?

Answer: B

Explanation:
The customer said he wants to reduce supplies and printing costs. By controlling the amount of color printed documents, customer can reduce supplies and printing costs since color prints taking more resources than the black and white documents. Printing the document in simple black and white can greatly reduce supplies and printing costs.

QUESTION: 10
A customer says, “I need to consolidate the number of devices.” Which diagnostic question should you ask this customer?

A. How do you manage your printers on the networks?
B. How do you secure your workstations over the network?
C. What are the standard compliance regulations for your industry?
D. How are you controlling color access?

Answer: A

Explanation:
Consolidating two or more devices and creating a printer pool, customer needs to explain how he manages printers on the networks. Since consolidation of 2 or more devices need robust networks, the option A is the correct answer.

QUESTION: 11

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