

HP DesignJet Portfolio



The broadest portfolio in the industry...

Technical



MFPs & Scanners



Graphics



Series = options and sizes to choose from

Graphics Production



Great Qualifying Questions

What is the widest they need to print?

How many D-sized prints do they produce per week?

- The answer to this question will tell you if they need multiple rolls. Dual roll machines are great for customers that have a high or a diverse media need like what you see in larger engineering and marketing departments.

What applications are they printing from?

- Usually the answer will Adobe, ESRI, ArcMap, AutoCAD, etc.

Do they want to be able to scan large format?

- If yes, what types of documents are they scanning?
How much scanning are they doing a week?



Great follow up questions



What is your budget?

- It's important to know this, and it makes a great follow up question after the qualifying questions
- This question can create a low-end bias which can result in lower-end product offerings and harder up-sell opportunities.
- Let the best, better, good result balance budget, right fit, and up-sell opportunities

What printer are you currently printing with today?

- The customer may love or hate their current printer, its important information but this can also create a bias to repeat history
- It works great on the tail end of the qualifying questions once you narrow down the best, better, good

