

**CASE STUDY:  
HP CHANNEL PARTNER  
SALES ENABLEMENT**

**HP wanted to equip Channel Partners to sell bigger, more strategic storage solutions. And they wanted to make it easier for partners to target and discover prospect needs to accelerate sales success.**



**Here was the challenge.**

HP wanted its Channel Partners to embrace the huge opportunity for selling bigger, broader enterprise storage solutions. Yet these strategic-selling opportunities can be complex and challenging for partners with limited resources. HP sought to provide an easier way for them to find and pursue these more profitable opportunities.

**So how did they address it?**

HP had to break down the important aspects of the selling process and articulate a simpler strategy for storage-solution sales. They also wanted to equip partner reps with tools to help them identify and qualify prospects, understand their needs, propose solutions, and overcome obstacles. All of this high-value information had to be conveyed quickly and easily to encourage sales reps to use them.



**What did Pearson & Co. do for HP?**

We conducted 1:1 research with key partners to understand catalysts and trends fueling customer purchases, successful selling strategies, common roadblocks, and competitive activities.

We developed Sales Guides that applied our channel enablement best practices and information-design savvy that inspired channel sales rep utilization. These highly functional and visual-selling tools made solutions relevant in context of each customer's unique care-about—all delivered in an easy-to-understand and easy-to-use format.



Each guide visually maps the buying process and spotlights the key buyers, critical influencers, and ultimate decision-makers. They include at-a-glance key differentiators and competitive sell-against tactics. Also, profiles of key audiences with qualifying scripts and questions helped reps lead the discovery process. With these powerful tools in hand, partner reps could now quickly identify hot prospects and kick off the relationship-building process with confidence.

**What happened?**

The tools were met with great enthusiasm at a recent solution partner event. Top-tier partners cited these materials as "very impressive," saying they "can't wait to hit the streets" with "the best selling tools we've seen in a long time."

**Now, here's what YOU need to do.**

If you need to reinvigorate your sales channel, call Jenée Difu today at 408.540.5305. Or, if you'd like to explore additional best practices in sales strategy and demand generation, [click here](#).