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**Exam** : **HP2-N49**

**Title** : **Selling HP Business Service  
Management Solutions**

**Vendor** : **HP**

**Version** : **DEMO**

NO.1 With which persona should a salesperson discuss HP Operations Analytics relating to the "no way to incorporate historical data for trend comparison and predictive insight" pain point?

- A. director of operations
- B. director of performance testing
- C. director of mobile applications
- D. director of applications monitoring

**Answer:** D

NO.2 With which persona should a salesperson discuss HP Operations Analytics relating to the "no capability to perform lightning fast searches across vast amounts of data" pain point?

- A. director of service management
- B. manager of applications support
- C. director of mobile applications
- D. director of distributed systems

**Answer:** A

NO.3 HOTSPOT

During the discovery phase, a salesperson needs to use different questioning techniques for the various levels of persona and the solution depth Match the type of discovery question with its applicable definition.

Flanking level question

helps learn more about the critical business issues

qualifies the opportunity

aligns the buyer's vision

helps bias the vision towards an HP solution

Frontal level questions

qualifies the opportunity

helps learn more about the critical business issues

qualifies the opportunity

aligns the buyer's vision

helps bias the vision towards an HP solution

Strategic level questioning

qualifies the opportunity

helps learn more about the critical business issues

qualifies the opportunity

aligns the buyer's vision

helps bias the vision towards an HP solution

Entry level questions

qualifies the opportunity

helps learn more about the critical business issues

qualifies the opportunity

aligns the buyer's vision

helps bias the vision towards an HP solution

**Answer:**

Flanking level question	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: right; border-bottom: 1px solid #ccc;">▼</div> <p>helps learn more about the critical business issues</p> <p>qualifies the opportunity</p> <p>aligns the buyer's vision</p> <p style="border: 2px solid green; display: inline-block;">helps bias the vision towards an HP solution</p> </div>
Frontal level questions	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: right; border-bottom: 1px solid #ccc;">▼</div> <p>qualifies the opportunity</p> <p>helps learn more about the critical business issues</p> <p>qualifies the opportunity</p> <p style="border: 2px solid green; display: inline-block;">aligns the buyer's vision</p> <p>helps bias the vision towards an HP solution</p> </div>
Strategic level questioning	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: right; border-bottom: 1px solid #ccc;">▼</div> <p>qualifies the opportunity</p> <p>helps learn more about the critical business issues</p> <p style="border: 2px solid green; display: inline-block;">qualifies the opportunity</p> <p>aligns the buyer's vision</p> <p>helps bias the vision towards an HP solution</p> </div>
Entry level questions	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: right; border-bottom: 1px solid #ccc;">▼</div> <p style="border: 2px solid green; display: inline-block;">qualifies the opportunity</p> <p style="border: 2px solid green; display: inline-block;">helps learn more about the critical business issues</p> <p>qualifies the opportunity</p> <p>aligns the buyer's vision</p> <p>helps bias the vision towards an HP solution</p> </div>

NO.4 With which persona should a salesperson discuss centralizing infrastructure monitoring around a common tool set?

- A. director of mobile applications
- B. director of performance testing
- C. director of applications monitoring
- D. director of operations

**Answer:** C