Channel Partner Small to Medium Business Toolkit

Everything you need to lead the pack

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This toolkit is designed to be a convenient resource to help you drive business in the SMB market. We understand the value of your time as you push toward big goals, and we've compiled a variety of effective materials so you don't have to.

Here, you'll find robust sales-enablement resources and targeted marketing-support assets that can help you engage specifically with SMB prospects and customers at every stage of the sales funnel.

Sales enablement

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Equip yourself with the tools you need to win that sales conversation with your client. We have you covered.

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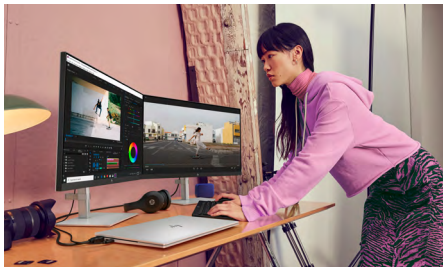
Branded Merchandise

Leverage the HP merchandising center and Staples merchandising center for creative branding opportunities.



Help Me Choose Tool

Help prospects choose the right desktops, laptops, and/or printers with the handy Help Me Choose Tool.

"Commercial Systems by Series" Portfolio Guide and Call Script

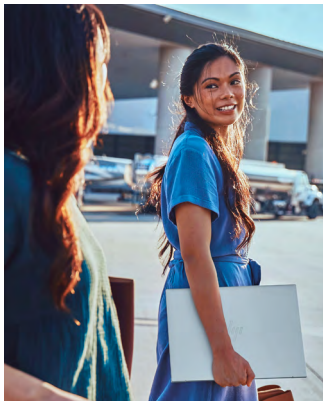
Ensure you are ready to position HP's best portfolio of products—ever.

Battle Cards and Data Sheets

Illustrate the ways HP wins across laptops, desktops, accessories, and services.

Smart Buy Sizzlin' SMB Deals

Provide your SMB customers with aggressive pricing on select HP products.



Event in a Box

Amplify your presence at your next event with Event in a Box.

Custom Product Catalog Creation Tool

Curate preferred HP offerings, products, and services for each customer.

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Get the right tools to drive revenue for your business and tailor it to the needs of your SMB customers.

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SMB Insights and Audience

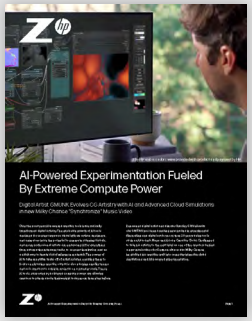
Utilize SMB-specific personas to personalize your marketing strategy.

Playbooks

Utilize new playbooks to position HP solutions for your SMB end customers.

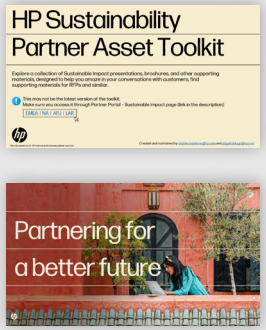
Project Upgrade

Help customers migrate to Windows 11, upgrade PC fleets, and add on services.



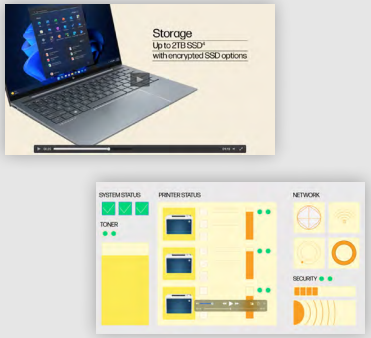
Artificial Intelligence (AI)

Show customers how HP's AI solutions can enhance creativity and productivity.



Sustainability

Advance your customers' sustainability initiatives with HP.



Product Videos

Entice prospects with product videos tailored for email or social media.

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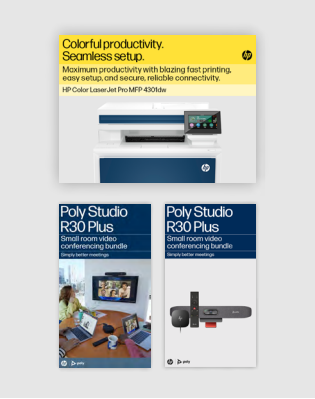
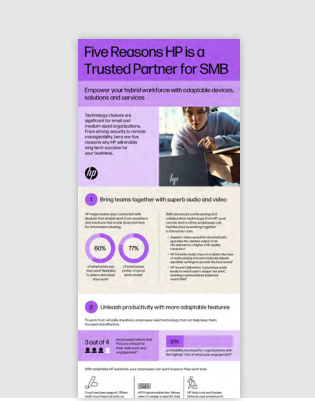
Photography

Access a robust library imagery for your campaign journey.



Social Media Ads

Engage prospects with enticing, targeted social ads.



Infographics

Illustrate HP's benefits with exciting infographics.

eDMs

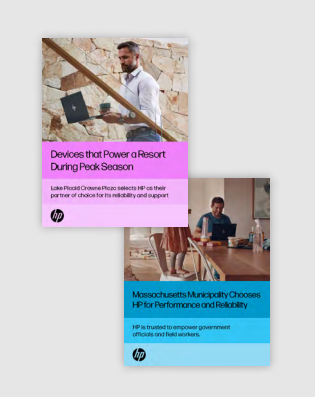
Explore a selection of emails to use during your campaign.

White Papers

Get into the details with white papers for email and social communications.

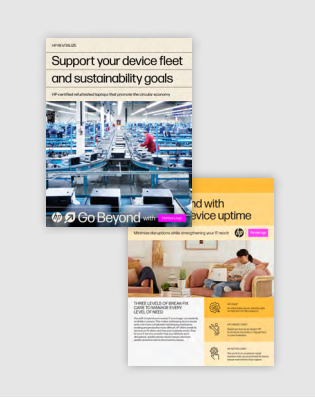
eBooks

Share thoughtful, informative eBooks on a variety of topics.



Case Studies

Demonstrate how HP out-shines competitors through recent success stories.



Solution Guides

Share compelling solution guides about supporting hybrid workforces.

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