

HP Trade-In Program

Sales rep guide



Is your customer's need to dispose of aging technology delaying or preventing sales?

If you could minimize the cost of disposing of used assets, and even turn it into an incentive, would that help you sell more?

Would a tool to address the issue of "what to do with the old stuff" help you?

If you answered "yes" to any of these questions, we can help.

Close more business—faster—with the HP Trade-In Program

The HP Trade-In Program is a seamless, innovative way to make buying new HP technology more affordable and disposing of aging technology simpler for your customers.

The program spans across the majority of HP's product categories, and [includes competitor's products](#) as well. By leveraging the HP Trade-In Program, you can create real value and customized solutions for you customers, and make more money by selling more new HP products even faster!

Special secure page for sales reps

A customized trade-in value list has been created just for you! Access this page created only for HP Sales Reps by selecting "Sales rep portal" on the right hand side of the HP Trade-In welcome page. To access this section, you will be asked to enter your employee number and establish a password.

How does it work?

Sales reps can act on behalf of their customers or direct them to the HP Trade-In web site to initiate the process themselves.

- Get a quote
- Ship products for trade
- Purchase new HP equipment
- Receive a redemption check

The HP Trade-In Program has several offerings to meet the needs of your customers, ranging from consumers, SMB, Enterprise/Corporate, and Public Sector customers.

Standard trade-in process

www.hp.com/go/tradein

- Targeted at individual users or Small/Medium business customers
- Trading less than 50 units at a time
- Get a free instant quote

Custom trade-in process

www.hp.com/go/customtradein

For large opportunities, especially those with large quantities of products to trade that are located in multiple locations, we invite you to participate in the Custom trade-in process to give your customer a more personal experience. Advantages to this process include the ability to work with your customer's roll-out schedule and coordinate shipping for the most cost effective solution. Communicate to your customer that because they are strategic, you want to treat them differently and not send them to the website.

- Targeted at Enterprise/Corporate customers
- High volume trades, typically greater than 50 units
- Extended roll-outs across multiple locations
- Special handling for your larger accounts
- 48-hour turnaround, quotes are emailed within 1-2 business days

Here are the steps to engage in this process:

- Visit the Trade-In website at www.hp.com/go/tradein
- Click on the "Custom trade-in process" link in the center column
- Provide information about the products you're trading and receive a confirmation
- The trade-in value will typically be sent to you within 1-2 business days.
- Set-up a telephone conference with the customer and a Trade-In representative to review the details, answer any questions and work through the shipping logistics.

* Please be advised that these are only suggestions to aid you in helping your customers; there are no guarantees regarding sales that may or may not be generated from utilizing these suggestions. Thank you for your support and interest in the HP Trade-In Program.

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Additional program features

Enhanced promotions

www.hp.com/united-states/tradein/promotions.html

- Promotions designed to offer a greater trade-in incentive for a limited time
- View which products currently have an additional promotion value
- Access the enhanced ongoing HP ProLiant Server program at www.hp.com/go/servertradein
- Access the enhanced ongoing HP Storage program at: <https://www.hp.tradeups.com/StorageES.asp>

HP Trade-In Program for Government, Health & Education

www.hp.com/go/ghetradein

- The HP Trade-In Program allows US Federal Government, State and Local Government, Healthcare, K-12 or Higher Education customers to take advantage of market trade in values and asset disposition best practices while reducing the costs of new HP products.
- DOD data scrub option for hard drives available upon request
- Detailed asset management reporting

Combine with other special offers

Remember, the HP Trade-In Program can be combined with other offers. Not only can your customers trade-in any number or combination of products that play in the program—HP or non-HP—when they purchase new HP products, they can also combine this program with other HP programs such as Print Advantage, or special pricing such as Big Deal pricing or rebates.

Includes options for donating and recycling

HP Trade-In also has built-in options for donating or recycling end-of-life products. Product donation is accomplished via a partnership with the National Cristina Foundation, which gives individuals who might not otherwise have access to technology the opportunity to it. Donating is a good option for products that still work, but don't have a trade in value, and can also have significant tax benefits for your customers. Opting for recycling means your used IT assets will be recycled or reused in the most environmentally-sensitive manner possible. The program provides an instant estimate of the associated costs, which can be offset by any remaining trade-in value in some cases, making it a great option for you and your customers.