



July 2011

## Partner Resources

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[Creating your Ideal Client Profile](#)  
by Andrea Sittig-Rolf



ANDREA SITTIG-ROLF is also known as *The Blitz Master*. She is the creator of The Blitz

Experience<sup>®</sup>, an activity-based sales training program that empowers salespeople to set appointments with qualified prospects the day of the training, resulting in a pipeline full of new opportunities at the end of the day. Contact your HP representative for details about using HP MDF to cover the investment of The Blitz

Experience<sup>®</sup> for your sales team. Andrea Sittig-Rolf can be reached at 206-769-4886, or visit [www.sittiginc.com](http://www.sittiginc.com). Ask Andrea to help with your sales dilemmas by writing to her at [andrea@sittiginc.com](mailto:andrea@sittiginc.com) and she may answer your question in the next edition of the newsletter. For more information about generating powerful referrals-based relationships, check out Andrea's book: *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for you* (McGraw-Hill, 2008) [www.sittiginc.com/powerreferrals](http://www.sittiginc.com/powerreferrals) [Top»](#)

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## HP LaserJet MPS Print Cartridges for Channel MPS Update

Below are four new MPS SKUs partners should begin ordering as of July 15, 2011 and must use by August 15, 2011 in order to receive SMP pricing. An additional five new MPS SKUs will become available for ordering beginning August 15, 2011 and must be used by September 15, 2011 to receive SMP pricing. OPS Elite and enrolled MPS Development partners must transition existing and quoted SMP contracts with transactional cartridge SKUs to these new MPS cartridge SKUs, in addition to quoting new SMP contracts with these new MPS SKUs.

Printer	Original HP SKU	MPS SKU	First Ship Date to Distributors	Must Use for SMP Pricing by
CLJ CP4525	CE260X	CE260XC	July 15, 2011	Aug 15, 2011
CLJ CP4525m, CP4025	CE261A	CE261AC	July 15, 2011	Aug 15, 2011
CLJ CP4525m, CP4025	CE262A	CE262AC	July 15, 2011	Aug 15, 2011
CLJ CP4525m, CP4025	CE263A	CE263AC	July 15, 2011	Aug 15, 2011
P3015	CE255X	CE255XC	Aug 15, 2011	Sep 15, 2011
CLJ 4730mfp, CM4730mfp	Q6460A	Q6460AC	Aug 15, 2011	Sep 15, 2011
CLJ 4730mfp, CM4730mfp	Q6461A	Q6461AC	Aug 15, 2011	Sep 15, 2011
CLJ 4730mfp, CM4730mfp	Q6462A	Q6462AC	Aug 15, 2011	Sep 15, 2011
CLJ 4730mfp, CM4730mfp	Q6463A	Q6463AC	Aug 15, 2011	Sep 15, 2011

## Key Reminders

- HP is updating all supplies metered pricing (SMP) big deals to include these new MPS SKUs. However, distributors will **NOT** automatically switch OPS Elite SMP orders from transactional cartridge SKUs to MPS cartridge SKUs.
- Partners **MUST** use MPS SKUs (where HP has an MPS SKU) by the dates listed above in order to receive SMP pricing as they currently receive on transactional SKUs.
- The MPS print cartridge SKUs are available to OPS Elite accounts ordering with an SMP big deal number

The HP LaserJet MPS cartridges are identical to newly manufactured, Original HP LaserJet cartridges. They are completely interchangeable with the same great print quality, reliability, and yield and available at the same reseller cost as transactional cartridges. MPS cartridges can be differentiated in two ways: Part# (C-suffix) and simpler packaging.

OPS Elite and MPS Development partners must use MPS print cartridge SKUs (where available) to qualify for SMP and IPG Street Fighter pricing. MPS cartridges will only be available to 2<sup>nd</sup> tier resellers ordering with an SMP or Street Fighter big deal number and to 2<sup>nd</sup> tier resellers who leverage CLIP programs and will only be drop-shipped directly from the 1<sup>st</sup> tier distributor to end users. Unauthorized use may result in loss of authorization to buy MPS cartridges and loss of OPS Elite benefits including, but not limited to, SMP and Street Fighter pricing.

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