



## SELLING MANAGED PRINT SERVICES

The pressure is on for you to capture this emerging print management market opportunity. You can't afford to make mistakes. Join us, and in just two action-packed days you'll take your print management program and results to an entirely new level. Selling Managed Print Services is an advanced sales education forum for today's sales leaders, print specialists and major account executives.

### Topical Overview Includes:

- Program Introduction & Objectives
- Print Management Engagement Process
- The Customer Buying (Decision Science) Process
- Refining Sales Call Objectives
- Identify Critical Executives & Gain C-Level Access
- Securing the Appointment
- Preparing for a Powerful & Productive Initial Meeting
- Creating Differentiated Value with Questioning Techniques
- Secure Commitment to the Process
- Setting Technical & Process Expectations
- Gaining C-Level Commitment & Support
- Performing "Quick Views"
- Collecting Print Environment Data & Best Practices Procedures
- Building Critical "Decision Mass" Support
- Validate & Analyze Findings
- Design & Present Solution
- Closing for "Solution" Commitments
- Overcoming "Fear Based" Objections
- Developing Consensus & Decision Commitment
- Manage the Relationship & Lockout the Competition
- Execute an Account Growth Strategy Plan

### Agenda:

- Day One: 8:00 am - 5:30 pm
- Day Two: 8:00 am - 4:45 pm

### Facilitator:

#### *Kim Ward and Teri Dunn*

He is the Director of Training for Learning Outsource Group, and she is a Senior LOG Consultant, industry recognized MPS expert, and former VP Marketing for Global Imaging Systems/Xerox. LOG is the largest provider of sales education and sales management development solutions to the document imaging industry, having impacted over 40,000 executives, managers, and sales professionals since 1996.

### Who Should Attend:

Executives, Sales VP's, Sales Managers, Major Accounts, Sales Professionals and Print Specialists

For Additional Information:  
Print Management Solutions Group  
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[www.printmanagementsolutionsgroup.com](http://www.printmanagementsolutionsgroup.com)