

Selling Managed Print Services

Create and Sustain Competitive Advantage

Program Overview

Everyone agrees that managing the customer's print environment is a great idea! But most can't seem to agree on how to sell the value proposition, manage the relationship, and grow the account... until now!

This program provides an easy to understand and implement step by step Print Management Engagement process combined with the most powerful methodology for true consultative selling ever developed.

A highly successful Managed Print Services offering requires an effective consultative sales process, techniques for managing complex decision teams and powerful application tools that work.

This program has it all!

Program Includes:

- 2 Day Experiential Workshop
- Participant Guide
- CD Application Toolkit
- Prospecting / Appointment Guide
- Slow Down, Sell Faster Softcover Book
- Industry "Best Practices"
- Ongoing Consulting and Support

Who Should Attend?

Dealer Owners, VP of Sales, Sales Managers, Sales Professionals

**Close, Implement
& Manage the
Relationship**

**Design & Present
Solution**

**Perform
"Quick Views"
& Analyze
Findings**

**Secure Sponsorship &
Commitment to the
Process**

**Target Opportunities
& Gain "C" Level Access**

Application Toolkit:

- Prospect Approach Letter Templates
- "Quick View" Implementation Brochure Templates
- Initial Meeting Procedure (and Scripts)
- E-Mail Templates
- Interview Questions and Checklist
- Print Management Procedure Checklist
- Cost Calculation Tools
- Solution Proposal Outline / Template
- Floor Plan Design Tool
- And More!

Benefits Include:

- Easily Approach C-Level Decision Makers!
- Build a Compelling Case for "Quick View" Assessments & Employee Interviews!
- Become a Print Assessment Expert!
- Create Compelling Proposals!
- Close More Business!
- Eliminate the Competition!

