

Selling Digital Printing Training

Giving Your Customers Value

Digital printing opens up new markets, new revenue streams. But in order to tap into it, you're going to need some new selling approaches and skills. In this workshop, you'll learn where the digital opportunities are, and some proven sales processes and techniques to close the deal.

It starts by shifting your focus from order taking to consultative selling. Once you know the right questions to ask, you'll be able to sell digital applications that add value to your customers' businesses and revenue to yours.



Sales and Marketing Services

Understanding the digital opportunity

The training scopes out the size of the digital printing opportunity and profiles the characteristics and habits of a successful digital printing salesperson.

Sales process analysis

There are four traditional selling processes used in the printing industry. See how they are used, and why they are insufficient for selling digital print. Get to know the why and how of consultative selling, and why it's the right approach for your digital print services.

Making digital sales

Our sales training approach meets the development needs of everyone in your sales force from newly hired representatives to experienced sales professionals.

Organize and identify

One of the foundations of successful digital print sales is an organized approach to territories and prospecting. We'll show you how to create a go-to-sales plan for your specific market, and enable you to develop a targeted prospect list.

Making the call

So who do you call on and what do you say? This valuable training gets down to specifics in identifying how to prepare and execute a successful call. One of the key elements here is the capability portfolio, the sample applications that help you demonstrate the value of digital printing applications.

Selling Digital Printing Training — taught by our digital printing professionals

This is invaluable training for owners and their sales force. The training is instructor-led and delivered at individual customer locations or Xerox designated locations.

Moving into action

You'll be ready to put what you learn immediately into action. All attendees leave with an Action Planning Guide, and the ProfitAccelerator® Selling Digital Printing Audio Playaway, a great way to take the learning with you wherever you go.

Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you maximize profitability and provide a foundation for long-term success. Our Sales and Marketing Services are designed to give you the help you need. It's all part of our total commitment to deliver the consulting, sales, marketing, workflow and application development services support you need every step of the way.

Selling Digital Printing Training

This is a step-by-step approach to building a repeatable effective digital printing selling process. The curriculum breaks it down into easily understood components and then helps you put it into action the minute you leave the classroom.

Here are some of the topics covered:

- Consultative selling versus "order taking"
- How to get started in a new territory
- Identify the organization's core capabilities that create a competitive selling advantage
- Getting the appointment and making an initial call
- The elements of an effective sales call
- The steps in an effective sales process
- How to identify a customer's potential for digital printing
- Proven techniques to overcome customer objections
- Develop and deliver a customized digital printing value proposition
- Develop a list of five high-impact actionable items by the conclusion of the workshop

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at www.xerox.com/businessdevelopmentservices

