

Xerox® Customer Business Development: Everything You Need to Grow Your Digital Business



Taking your digital business to the next level

The world of communications is changing. How do you capture the opportunities as traditional print volume declines, while many digital print applications continue to grow?



For more than three decades, Xerox Corporation has listened to print professionals' concerns and consistently responded with leadership products that help you succeed. However, to thrive today, you need more than leadership technology. With electronic communications and the Internet gaining ever-greater influence, many print providers are rethinking their entire approach to the business.

That's why, since 2001, Xerox has offered a comprehensive, leadership collection of business development resources, tools and fee-based services. Xerox's ever-expanding Business Development program is created with customer input and Xerox's expertise from three decades of digital printing leadership. No other vendor matches that depth of experience, to help you meet your most difficult business challenges and capture lucrative digital opportunities.

"We were an offset printer. This is new to us. The information to educate our sales force and talk to our customers had to come from somewhere, and we didn't have the time or money to develop it. No one else had the class of sales support that Xerox did."

– Debbie Simpson
President, Multi-Craft
Newport, Kentucky

The Digital Opportunity

The digital revolution has evolved to the processes and systems that deliver your customers' communications to the printed page and other media. The new approaches save time and money while boosting content quality—and value—of the output.

Harness this power, and you can develop communications services that are built upon just-in-time Web-to-print services and personalized communications to align precisely with your client's schedules and needs.

These services make digital printing a bright spot in the printing industry, projected to double in global market value from 2007 to reach \$140 billion USD in 2012, according to PIRA International. Digital-print-related services drive the highest volume applications such as collateral and direct mail, which are projected to more than double in volume from 2007 to 2015 in North America, according to Caslon, Inc.

Developing these leadership applications can be a challenge, as they touch nearly every facet of your print business.

- Operations must automate to manage higher volumes of jobs with lower page volumes and faster turnarounds.
- Sales and marketing teams must target new prospects in marketing and use a more consultative approach to sell communications programs, not individual jobs.
- Senior executives must develop a profitable new business model, provide the right staff training and resources, and present a strong vision to motivate staff and generate marketplace excitement.

Few companies have the expertise to manage all of these transitions.

The Business Development Support You Need

That's where Xerox can help. We take a two-pronged approach to business development. You can do it yourself, using the Xerox® ProfitAccelerator® Digital Business Resources of printed and electronic tools for guidance. Or you can have Xerox do it for you. For an affordable fee, Xerox Business Development Services can extend your staff with Xerox or industry consultants, for on-site or on-line professional and training services.

Xerox also offers workshops and seminars where you can hear from industry experts and network with industry colleagues.

With these approaches, Xerox offers support for everyone in the organization—executives, marketers, sales representatives and operations staff. We also offer something for every type of organization: in-plants and print-for-pay operations, dedicated digital printing shops and those complementing offset with digital.

And our business development support can help at every step of digital print adoption and deployment—helping you evaluate the opportunity, make a decision and build volume in your new business.

Ultimately, effective business development is about more than a set of tools and services. It's about the Xerox people who are dedicated to helping you succeed, people who regularly exceed expectations, behaving not like vendor representatives but as your partners for success.

Customer Success

"A lot of companies just look at selling you a box and then leave you on your own to figure it out. Xerox has been willing to invest in a relationship with us for the long term and has been delighted to help us grow our business. It's truly a partnership."

– Ted Bailey
Manager of Printing and
Graphic Services
Boise State University
Boise, Idaho

"The approach (personalized sales training) worked well. The trainer put everything in terms she could understand."

– Matthew King
Business Development Manager
Spectrum Digital Print Solutions
Dubai, United Arab Emirates

"It (Web-based eLearning) opened our eyes to how broad this opportunity is and helped us solidify our ideas and broaden our scope about what it means to be a marketing services provider."

– Richard Coriaty
Senior Sales Consultant
Sir Speedy Whittier
California

"The carnival-themed open house definitely helped us win. Xerox is a tremendous partner and really helped us pull it off."

– Dean Hruby
President
Henry Wurst, Inc., West Region
Denver, Colorado

Business Development in Action— Driving Customer Success

Xerox business development tools and services have contributed to the successes of many Xerox customers. Some of these successes are documented in the Xerox® *ProfitAccelerator*® Magazine, which can be downloaded at www.xerox.com/driveprofit.

There, you can also find more information about Xerox business development resources, and you can learn more about Xerox business development consulting services at www.xerox.com/businessdevelopmentservices or contact your local Xerox sales representative for help you initiating your business development program.

The world is changing at much too fast a pace to put this off. Find out now how Xerox can help you grow a vibrant, sustainable, profitable business with digital.



Xerox Business Development Resources Meet Every Need and Function

- **Financial Resources**—helping executives determine how to achieve top-line growth and bottom-line profit with digital printing.
- **Sales & Marketing Resources**—helping customers' sales and marketing staff generate new business, increase print volume and boost profit.
- **Agency and Design Resources**—helping printers develop the market, new business and business partnerships with this highly influential communications segment.
- **Application Development Resources**—providing “how-to” assistance for developing digital printing’s most lucrative applications.
- **Paper and Media Resources**—providing digitally optimized media to meet customers’ most challenging application requirements.
- **Business Development Training and Professional Services Resources**—provides your organization a competitive edge with Business Development Services, and technical and integration support.

For more information about ProfitAccelerator and to learn more about our comprehensive portfolio of world-class resources, contact your Xerox Representative or visit us at www.xerox.com/driveprofit or www.xerox.com/businessdevelopmentservices

