

Training and Professional Services Enhance Your Sales and Marketing



Succeeding in digital just got a lot easier

Dramatic growth in volume and value. You don't need a weathervane to see where the trends are pointing in the printing business. With 41% year-over-year growth in digital color pages (InfoTrends, Inc. 2008), it's clear that digital is where the action is. And this opportunity is more than page volume. It's an opportunity for you to deliver valuable, high-margin digital printing applications—web-to-print, personalized, cross media campaigns—that help your customers cut costs and grow revenues.



Xerox® Sales and Marketing Services

Our experience has shown that having the right business model is just as, if not more important than having the right technology and the right workflow.

Start here

Whether you're contemplating adding digital or already there, we have two key resources to assist you in growing your digital business. First, the Digital Readiness Assessment can help you identify opportunities for growth in your existing business.

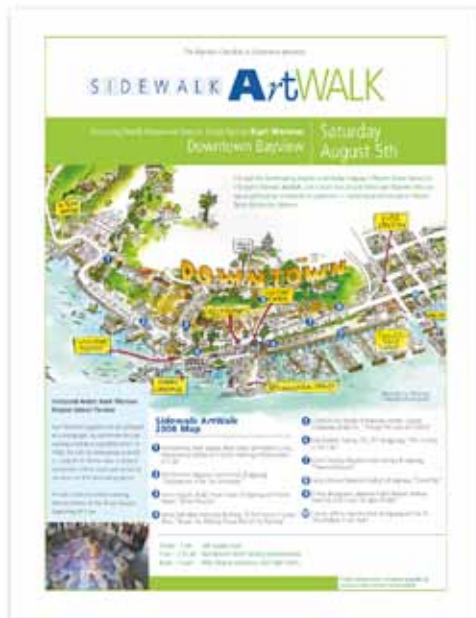
The Digital Readiness Assessment is based on a Lean Six Sigma methodology that helps you understand the competitive environment, your strengths and opportunities, the tools and resources you will need and then build a roadmap for your success.

Second, our ProfitQuick® Business Planner gives you financial modeling tools to calculate your costs, project revenues, cash flow and profits, as well as long-term ROI from digital. Combined with the Digital Readiness Assessment, you will be able to build your digital business on a solid foundation.



Xerox® Sales and Marketing Services

Helping you build that model and tailor it to your particular needs



Succeed in digital...with our training and professional services

Xerox® Sales and Marketing Training and Professional Services. Help where and when you need it.

With us, you always have access to help. From tools and resources, learning events, workshops and more, you can draw on our 42+ year history of enabling successful digital printing businesses.

Now, you can tap into our network of Business Development Consultants for specific help

with your most pressing digital business needs, including sales and marketing. This highly skilled and experienced group of consultants brings a wealth of knowledge to your business. They will share their expertise in classroom-style training workshops or professional consulting engagements.

Choose from a wide range of offerings, or let us tailor a customized service just for you.

Training Services. Capture high-margin opportunities.

Variable data printing (VDP) is one of the hottest growth areas in digital printing. It enables you to add value to your customers' marketing campaigns and increase your profit margins in the process. But it requires new skills to identify VDP opportunities with existing clients and new prospects, present the value proposition and close the deal.

One of our training services, Selling Variable Data, helps you capture this opportunity. This one-day training workshop (conducted on-site or off-site) covers everything you need to understand the opportunity, identify prospects and then sell, develop and implement a VDP campaign.

"This training has helped my sales staff realize that we are no longer a commercial printer, but a marketing communications company with an extensive range of capabilities. It has given them the tools and knowledge that they need to sell this new 1:1 marketing service to our clients."

– Debbie Simpson, President
Multi-Craft Litho, Inc.





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Succeeding in digital... really!

Professional Services. A full range of fixed-fee and customized services.

According to research conducted by the Printing Industry Center at the Rochester Institute of Technology, the key difference between printers who succeed in digital printing and those who don't is a documented marketing and sales plan.

For those of you who are now thinking, "That's great, but I don't have time," or "I wouldn't even know where to start," we can help.

Here are two examples.

Plan for profitability by developing a marketing plan. We offer Sales and Marketing services for developing a marketing plan. You can do it yourself using the Xerox ProfitAccelerator® Marketing Accelerator Kit. Or work directly with a Business Development Consultant and together develop an actionable marketing plan with strategies and tactics that leverage your strengths, exploit competitive weaknesses and promote your digital business to your customers.

Create a force for sales success. As you incorporate digital into your business, you will have to evaluate sales skills, revisit territories, compensation, etc. For many printers, adding

digital will create both challenges and opportunities from a sales perspective. The key is to develop a comprehensive action plan for effective sales management.

Here's the good news. Working closely with industry experts and digital printers, we have developed the ProfitAccelerator® Digital Sales Management Kit, a guide for Developing a Sales Management Plan.

Our Business Development Consultants can help you use the guide to build a powerful sales management program that focuses you and your sales force on the most important aspects of sales success, and gives you the tools and knowledge you need to monitor, motivate and lead your sales team.



"Using Xerox® ProfitAccelerator® Sales and Marketing Resources to develop a marketing plan for re-branding around more profitable, value-added communications and one-to-one marketing programs, we turned our business around."

– John Mahoney, President
The Mahoney Company

The digital opportunity is now

Digital printing is an opportunity that is here for you right now. We want to help printers like you maximize profitability and provide a foundation for long-term success.

The combination of our ProfitAccelerator® Digital Business Resources (www.xerox.com/driveprofit) and Sales and Marketing Training and Professional Services, delivered by our industry-leading internal and external consultants, gives you the help you need—with planning, marketing, sales and more. It's all part of our total commitment to deliver the consulting, sales, marketing, workflow and application development services and support you need every step of the way.



Tap into a world of digital printing resources

We are committed to growing the market for digital printing and helping our customers capture that growth. These initiatives include business-as-usual standard activities such as trade shows, advertising, direct mail, online portals and of course, our ProfitAccelerator® Sales and Marketing Resources.

In addition, our advanced resources include training and professional services that include fixed fee engagements for sales and marketing programs. If you need more assistance, our network of internal and external Business Development Consultants can provide expertise and guidance in specific areas through a customized engagement.



SERVICE CONTINUUM

Business Development Services

The right help for all aspects of your digital business.

We're focusing all of our expertise on your success.

Sales and Marketing Services enable you to:

- Build marketing plans
- Create a value-add based pricing model
- Sell 1:1 and Web-to-Print services
- Develop an effective digital print sales force
- Target vertical markets

Workflow Services help you:

- Conduct a workflow assessment
- Build, integrate and optimize your workflow
- Set up a web-enabled business

Application Services help you:

- Develop specialized applications in high-growth categories
- Create, produce and sell high-value Direct Mail and TransPromo applications

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

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