

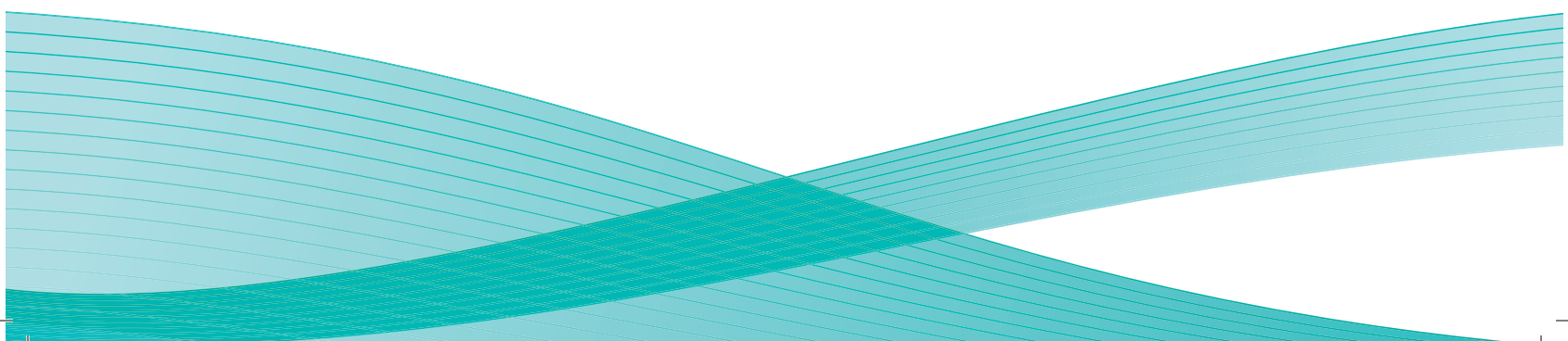
Customized Communications Certificate Program

e-Learning modules from Xerox and InfoTrends

Many of today's leading print providers are redefining success in our industry by focusing their efforts to become providers of marketing services. These firms avoid competing on price by offering customized communications services that bring new value to their clients.

A critical challenge in making the transition: sales training. Finding the time and resources to train the sales team for this new world can be a challenge.

Web-based sales training from InfoTrends and Xerox is an ideal solution. The content is developed by the highly respected team of independent industry analysts at InfoTrends. And the e-Learning format means your sales reps can take classes at their convenience, 24/7, in any location, to fit easily into any schedule.



Customized Communications Certificate Program

Capture the opportunities in customized communications

Customized communications offer a world of opportunity for service providers to introduce new value-added capabilities, including variable data printing, multi-channel communications and Web-to-print to meet the needs of marketing professionals. Our Customized Communication Certificate Program defines the various market segments, explores the business opportunities, and provides real-world examples and success stories within each segment, as well as a “how-to” approach for selling customized communications solutions.

The following courses are included in the program:

1. Overview of Customized Communications

This course provides an overview of the customized communications market. It outlines the industry trends and the opportunities available for print and marketing service providers who are currently offering, or looking to offer, clients new value-added services associated with customized communications.

Approximate time: 25-35 minutes

2. Entry-Level Variable Data Print

Entry-level variable data print is the first step toward offering your clients more value-added products and services. This course defines entry-level variable data, provides an overview of the entry-level variable data print market and explores the opportunities for print and marketing service providers.

Approximate time: 25-35 minutes

3. Web-to-Print

Web-to-print solutions provide a multitude of benefits for print service providers and their clients. This course focuses on Web-enabled solutions, the trends that are driving them and the opportunities for print and marketing service providers.

Approximate time: 25-35 minutes

4. Advanced Variable Data Print

Advanced variable data print goes beyond simple personalization and mail merge. This course provides an overview of the advanced variable data print market by defining what advanced variable data is and the opportunities it presents for print and marketing service providers.

Approximate time: 25-35 minutes

5. TransPromo Communications

TransPromo communications provide promising new vehicles for direct marketers to innovatively reach consumers. For print service providers, TransPromo communications mean new revenue opportunities. This course provides an overview of the TransPromo communications market and discusses the trends and opportunities for print and marketing service providers.

Approximate time: 25-35 minutes

6. Multi-Channel Communications

Multi-channel communications provide tremendous value to marketers and an opportunity for better client relationships, as well as new revenue streams for print and marketing service providers.

Approximate time: 25-35 minutes

7. Selling Customized Communications

Selling Customized Communications requires identifying the right target audiences, speaking their language, and establishing you and your company as the ideal solution provider. This course provides a “how to” solution selling approach to Customized Communications.

Approximate time: 25-35 minutes

Better results from certified sales reps

Students receive occasional quizzes during training and are asked to complete a test after each module. Upon successful completion of all seven modules, students receive a certificate of completion, certifying them as a trained Customized Communications Sales Representative from Xerox and InfoTrends.

“My entire sales staff participated in the InfoTrends Customized Communications e-Learning program. I have salespeople ranging from 20 years’ experience to no experience at all and we all learned something from every course in the program.”

– George Coriaty
Sir Speedy

The Customized Communications Certificate Program is \$399 USD.

Visit xerox.com/elearning to get started, or speak to your Xerox representative for more information.

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

