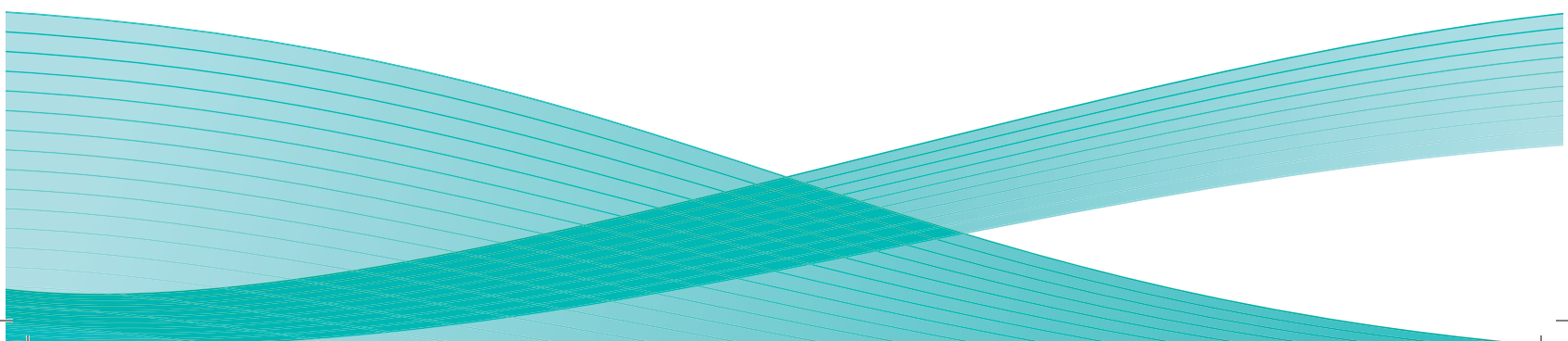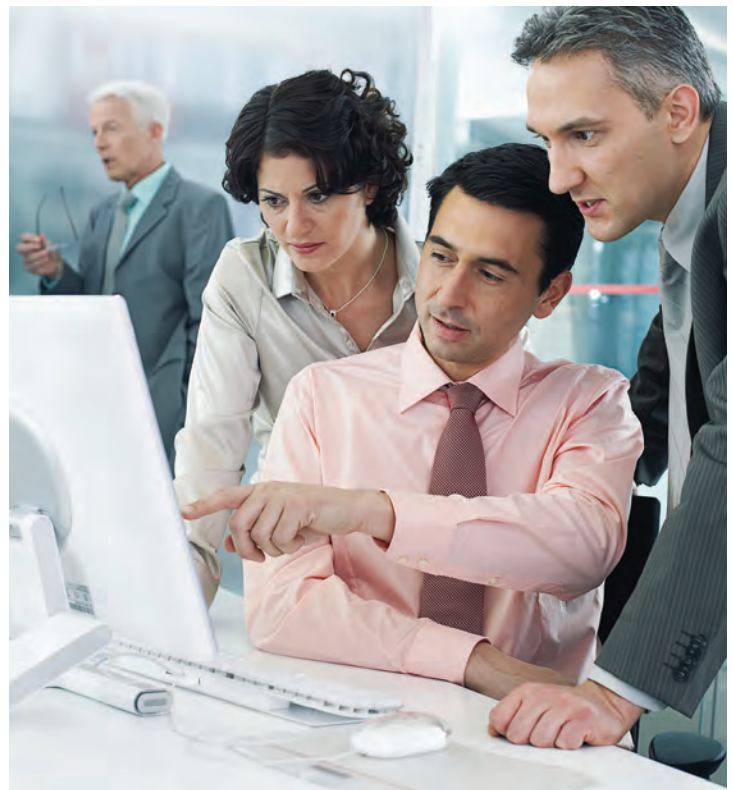# Introduction to Digital Color Certificate Program
e-Learning modules from Xerox and InfoTrends

Full color printing is a powerful connection tool and source of revenue for print service providers today. Signs, photographs, direct mail and advertising—color is everywhere.

The Introduction to Digital Color e-Learning Certificate Program from Xerox and InfoTrends can help ensure a quick start to growing your color business when you add a new press to your operation.

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 you and your team can take classes at your convenience, 24/7, in any location, to fit easily into any schedule.

Introduction to Digital Color Certificate Program

Capture the opportunity in Digital Color

The Introduction to Digital Color Certificate Program teaches print service providers and marketing service providers about the opportunities and trends within the digital color market. It defines the various market segments and business opportunities, and provides real world examples and success stories within each segment as well as a "how to" approach for selling digital color solutions to the marketing professional.

The full program consists of five courses, with each course consisting of an interactive, engaging learning environment. An assessment test, provided at the end of each course, tests the student's comprehension upon completion.

The following courses are included in the program:

1. The Market Opportunity

This course provides an overview of the digital color market. It covers the latest Industry trends, defines various market segments and introduces the market opportunity for digital color printing.
You'll learn:

- The primary markets for digital printing
- The definitions of a variety of specific market segments, including commercial printers, quick printers, in-plant printers, data centers, and digital service providers
- Some of the top industry trends and opportunities

Approximate time: 25-30 minutes

2. Color 101

This course provides an introduction to digital color. You'll learn:

- What color management is
- Basic color theory
- The definition of color
- The variables in color reproduction
- Color measurement
- How to create and use color profiles

Approximate time: 25-30 minutes

3. Digital Color Workflow

This course provides an overview of workflow challenges, introduces opportunities for automation and introduces a range of digital color workflow solutions. You'll learn:

- The major workflow challenges
- JDF and the opportunity for automation
- The variety of workflow management solutions

Approximate time: 25-30 minutes

4. Choosing a Digital Color Device

This course provides an overview of various digital color production devices and the considerations for choosing a device that fits your needs. You'll learn:

- The current state of the industry
- The different production categories and what devices fall into each category
- Various device considerations, services and supplies, and purchase options
- Various vendors and products available
- The future of digital color devices

Approximate time: 25-30 minutes

5. The Solution Selling Process

This course provides an overview of the solution selling process and how to apply that process to your selling activities. You'll learn:

- How to identify your target market
- Strategies for intelligent prospecting
- How to recognize and speak to the needs of your client
- Strategies for making the sale
- The key topics for helping your customer, including education, training and support, finding the right target market, and selling value.

Approximate time: 25-30 minutes

The Introduction to Digital Color 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

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