

Selling Variable Data Services Training 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, close the deal and implement the campaign. That's why we offer a Sales and Marketing Service for Selling Variable Data Services.



Sales and Marketing Services

A training program for VDP selling

This classroom-style, one-day training covers everything you and your sales force need to understand the opportunity, identify prospects, and then sell, develop and implement a VDP campaign. It can be conducted on-site or off-site and tailored to the needs of your particular business.

Understanding variable data

Led by a Xerox Business Development Consultant with experience and expertise in variable data printing sales, the workshop spans the VDP business landscape.

Your training session starts with fundamental definitions and then moves on to practical knowledge you can use to present the variable data value proposition to your customers.

A world of resources to tap into

No other company offers such a wide variety of resources to help you grow your VDP business. Xerox ProfitAccelerator® Sales and Marketing Resources include reference books such as *individualized media essentials* and *Data-Driven Print*, targeted sample applications, vertical market kits, and VDP case studies that you can present to your customers. All of these resources and more are available to Xerox customers.

Help where you need it most

Digital printing is an opportunity that is here for you right now. We want to help printers like you maximize your profitability and provide a foundation for long-term success. Our Sales and Marketing Services are designed to give you the help you need—with planning, marketing, sales and more. It's all part of our total commitment to providing The Right Business Model The Right Workflow and The Right TechnologySM—right now.

Variable Data Printing

You and your sales force will learn:

- How to sell return on investment instead of cost per piece
- The elements of a successful campaign including bringing creative, IT, marketing and print production together
- The role of data in driving creative and relevant offers
- How to make an effective sales call and overcome objections
- Where to go to get expert help fast

In addition there are tips, worksheets and group exercises to test your knowledge, increase retention and create a shared vision for driving VDP sales results.

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

Printed on a Xerox iGen4™ Press on Xerox Digital Color Elite Gloss 100 lb. Cover.

