

Sales Management Professional Services Helping You Create a Plan for Sales Success

As you incorporate digital into your business, you discover that it really is a new and different business from traditional offset—web-driven, customized and personalized content, produced on demand with higher degrees of automation.

You also find that it requires new skill sets for sales, and equally as important, sales management. Doing it right can make the difference between just getting by (or worse) and profitable success.



Sales and Marketing Services

The power is in the plan

Who can you train? Who do you hire? How do you lead them? How do you monitor, measure and maximize their performance and reward their successes? It's all in the Xerox ProfitAccelerator® Digital Sales Management Kit.

Working closely with sales management experts and the most successful digital printers, we have developed a straightforward guide to building a powerhouse digital sales force, and it's available at no charge to our customers.

Let us build it with you

You can work directly with one of our Business Development Consultants who will deliver a well-documented, actionable sales management plan tailored to your business for a nominal fixed fee. The plan is based on a one-day, on-site evaluation of your current state sales management plan and the steps required to achieve your quantified sales goals.

Drawing on their extensive experience in helping printers succeed with digital, your Business Development Consultant adds more value to the Sales Management Plan. His or her knowledge and experience in conducting assessments, as well as interpreting the worksheets and interview data, can bring greater depth and clarity to the plan, and help you focus on those areas where change will make the greatest and most immediate impact.

The long-term benefits of this engagement are that you gain critical knowledge of the steps required to build a sustainable sales and sales management program.

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.

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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Build your plan in six steps

The kit walks you through the steps for building a successful digital sales management plan:

1. Planning for Digital
2. Hiring for Digital
3. Leading a Winning Sales Team
4. Measuring and Maximizing Sales Performance
5. Rewarding the Sales Force
6. Training

It includes worksheets, tips, tools and resources, if you want to do it yourself. And for those who don't want to do it themselves, but know that they need a digital sales management plan, we can do it for you.

