

# How to Sell TransPromo Training

## Add value to statements and invoices, add revenue to your business

### Want to grow revenue for you and your customers?

TransPromo? If you haven't heard already, there's a new game in town. One that combines traditional transactional data (Trans) with targeted, relevant marketing messages and offers (Promo).

TransPromo is growing at a 91% CAGR because it gives your customers everything they want in their marketing communications—higher response, lower cost per lead, greater tracking and measurement and higher ROI. It's a key element in growing wallet share and building loyal customers.

So how do you capitalize on this rapidly growing category? Start here, with the Xerox How to Sell TransPromo Training.



# Application Services

## A four-hour course that pays off in increased sales and stronger customer relationships

Whether you're an owner or a sales and marketing professional, you have to constantly be on the lookout for emerging opportunities. TransPromo is the next big thing. Why? Because it is an ideal marketing tool that uses a high-readership vehicle (statements and invoices), and embeds relevant offers and information, giving the marketer the ability to closely monitor and measure results.

This workshop, conducted at your site or off-site, covers everything you need to know to put together an effective TransPromo sales program.

You'll learn:

- The workflow process and key considerations
- Why and how to talk to the Chief Marketing Officer
- The selling process—examples and “how to” tips
- How others have been successful—case studies
- The dynamics and drivers behind the growth of TransPromo
- The components of a TransPromo campaign

## Getting marketing, IT, and billing operations managers on the same page

The biggest challenge you face in TransPromo is creating a shared vision between the key stakeholders. The roles of IT and billing operations are impacted and must be part of an overall TransPromo campaign. This workshop will give you the information and insights you need to convince them that TransPromo is the way to go.

## The power of cross-media campaigns

One of the key advantages of TransPromo is that it connects your customers to their customers across print and electronic media. You'll learn how to leverage printed statements and invoices, electronic presentment and personalized urls (purls)—as well as be able to put it all together for your customers to give them more powerful tools for tracking response and measuring ROI on their marketing programs. It also connects you to your customers every month, lowering your cost of sales and strengthening your relationships.

## Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you to maximize profitability and provide a foundation for long-term success. Our Application Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right Technology<sup>SM</sup>.

### How to Sell TransPromo Training—Taught by Xerox Digital Printing Professionals

This is an invaluable workshop for services bureaus, enterprise marketers, and anyone who wants to get in on one of the fastest growing categories in the industry. It's taught by people who have been at the forefront and the front lines of TransPromo. Our Business Development Consultants can guide you through the sales process in a step-by-step approach with examples from the real world on what to do and what not to do.

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

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