

Value-Based Pricing Training

Transform your business from commodity printer to communications service provider.

The integration of digital design, database management, web to print, on demand production, fulfillment and mailing services can now provide printers with opportunities to expand and deepen their customer relationships. These relationships can move you out of the commodity business and into the higher margin, value-added services business.

There are enormous profit opportunities awaiting printing companies who begin to transition from the traditional cost-plus pricing model to a value-based pricing model. We're ready to help you make that transition with Value-Based Pricing Training.



Sales and Marketing Services

More than a pricing strategy, it's the right business model to increase margins and profitability

Your customers are under tremendous pressure to deliver results with greater accountability. They now have access to new digital media tools and technologies to reach out and touch their customers and prospects. And they are looking for service providers who can help them put it all together.

In this half-day workshop, conducted at your site or off-site, you'll learn the basic sales skills and processes required to transition to a higher margin value-based pricing system.

You'll also learn:

- How pricing affects the performance of your company
- Cost-plus pricing compared to digital printing-enabled value-based pricing
- The key elements of a successful value-based pricing program
- How to calculate the economic value for the customer of digital printing products and services
- Step-by-step how to build and implement a value-based pricing program
- How to incorporate value-based selling into your sales process
- Five high-impact actionable items to start your transition to value-based pricing

Start capturing the value of non-print services

Incremental revenue from non-print services such as storing print-ready files, web portal services for ordering and fulfillment, data management and personalization are your gateway to higher margins. You can only capture the value if you know how to sell it and price it accordingly.

A complete workshop with powerful takeaways

In this workshop, you will see and analyze real-world examples of print providers who have successfully made the transition. You will learn specific strategies and financial resources that include worksheets to help you adapt your business model from a cost-per-job to a services-based model.

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 profitability and provide a foundation for long-term success. Our Business Development 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 TechnologySM.

Value-Based Pricing Training—Taught by Xerox Digital Printing Professionals

This is an invaluable workshop for print service providers who want to position their company for long-term growth and profitability. It's taught by people who have been at the forefront and the front lines of building successful digital printing businesses. Our Business Development Consultants can guide you through the 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