

Selling into Vertical Markets Training

Target Your Efforts for Greater Success

Want to increase your digital printing sales effectiveness? Vertical market selling techniques can open new doors, tap niche markets, and build customer loyalty. In this workshop, you'll learn the secrets of targeting specific industries, such as healthcare, education, professional services, and legal.

You'll learn how to zero-in on industry-specific applications where your digital printing services can add the most value to your customers' businesses. This is the best way to get inside your clients' environments and expand your role from print provider to communications service provider.



Sales and Marketing Services

Scoping out the opportunities

Each workshop addresses two industries of your choice. We'll size the opportunity, identify who owns the budgets, and how they make decisions about what to print and how to print.

Finding the digital printing sweet spots

Everyone's looking for new and better ways to communicate and spend less doing it. In many cases, digital printing is the right answer. Learn about the key applications in each industry, the customer requirements, and our resources available to help you close the sale.

Making the call

So who do you call on and what do you say? This valuable workshop gets down to specifics in identifying how to prepare and execute a successful call in your target industries. This builds on the principles of successful selling presented in the companion training "Selling Digital Printing."

Selling the value

When it comes to digital printing, it's all about the value. You'll learn how to articulate that value in compelling statements that show your prospects how they can use their printing budgets more efficiently, spend less time on print procurement, and increase the value of their printed communications.

Selling into Vertical Markets Training — taught by our digital printing professionals

This is invaluable training for owners and their sales force. The training is instructor led and delivered at individual customer locations or our designated locations.

Moving into action

You'll be ready to put what you learn immediately into action. Learning will be reinforced with the use of the ProfitAccelerator® Vertical Market Binders, which include industry specific information for 22 industry segments, application briefs, and scripted presentations to enable a fast start. All attendees leave with an Action Planning Guide and sample industry applications that can be used as part of an effective vertical market sales call.

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Every industry has its own set of business communications challenges, critical processes, and organizational structures. In this training, we'll help you sort it all out, and develop sales strategies that will make you look like an industry insider.

Here are some of the topics covered:

- Share a successful selling model when selling into vertical markets
- Review the market definition and major industry and digital printing trends within the market
- Review key market opportunities for commercial and digital printing salespeople
- Learn common industry organizational structures and buying practices
- Identify market-focused commercial printing applications
- Demonstrate how to identify printing issues and concerns/opportunities
- Create customer tailored "value-add" statements for each market
- Develop a list of 5 high-impact actionable items by conclusion of workshop

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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