

The Xerox® Authorized Sales Agent Program

Growth potential never looked so good

If you're looking for an amazing combination of flexibility, profitability and partnership, you've come to the right place.



An outstanding customer service experience

Xerox is committed to providing the highest levels of technical service and is proud to have been awarded the J.D. Power and Associates Certification for excellence in customer support five years in a row.

An opportunity unlike any other.

Ever imagine what it would be like to own your own independent business, control your own revenue stream, all while being backed by the vast resources of a *Fortune* 500 company? You can. It's called the Xerox® Authorized Sales Agent Program. And it's one of the most powerful sales programs in the industry today.

The market is out there ... and it's growing.

As a Xerox Authorized Sales Agent, your target audience is the largest and fastest growing segment of the office market: small and medium businesses. That means more new opportunities are on the rise and there's no better time to take advantage of this trend.

Sell today's hot products without needing inventory.

It's true. We have one of the widest ranges of document output devices in the industry, ensuring our customers can get the solutions they want—which makes our products easier to sell. Opportunities include:

- Office printers, copiers, fax and multifunction products
- Software solutions
- Production black-and-white and color systems
- Benchmark post-sales services

Plus, you'll earn exceptional commission compensation on award-winning products and services without having to invest in inventory beforehand. You sell, we deliver. It's as simple as that.

World-class support from day one.

As a Xerox Authorized Sales Agent, you'll have the resources of Xerox behind you to sell a complete portfolio of multifunction devices, digital production presses and everything in between. You'll get your own defined sales territory, customer database and training just to start. We'll also take care of order processing, fulfillment, billing administration and collection, saving you valuable time and effort.

How the Xerox® Authorized Sales Agent Program works

You provide these essentials:

- A storefront or demo room
- The desire to remain independent
- Strong, motivated sales force
- Funding for start-up cost
- Business savvy with an entrepreneurial spirit

Xerox will provide the rest:

- Base sales commission and performance-based incentives
- Continually updated marketing database, including equipment histories, contact information and competitive products
- Advertising support and resources, including marketing co-op funds
- A direct relationship with Xerox, ensuring fast and reliable delivery and service
- Customer financing programs
- Technical service and support
- Order processing, fulfillment, billing administration and collection, saving you the time and effort of managing accounts receivable
- Xerox Automated Sales Support Tools—helping you improve marketplace coverage and territory management
- Defined geographic territory with exclusive Xerox coverage of qualifying customer account

You'll get the training you need for the results you want

As an Authorized Sales Agent, we'll help you stay on top of your game with sales and business training, plus specialized courses for you and your reps on products, equipment and marketing strategies:

- Effective sales and business skills training for your reps
- Specialized training for you as a business owner
- High-impact training delivered by outside consultants and specialists

Committed to our Sales Agents for 25 years

This innovative sales channel was launched more than a quarter century ago. Today it is a cornerstone of our go-to-market strategy. Our success depends on your success and we're dedicated to helping you profit and grow for years to come.

Let's talk

Take the next step today. Talk to the Regional Sales Support Manager for your area about the rewards and opportunities open to you as a Xerox Authorized Sales Agent.

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Put even more income in your pocket

From services to solutions, there are several ways you can earn more income year after year on top of your equipment sales commissions.

- **Post-Sale Annuity**—Earn additional income on select non-customer equipment sales throughout the contract term.
- **Managed Print Services**—Manage every aspect of your customers' printer fleets, including supplies, help desk support and service, creating a powerful revenue stream.
- **Analyst Program**—Earn additional income by providing customers with network equipment support.
- **PagePack**—Provide print management solutions and earn more annuities.
- **Direct Ship**—When customers require installation on Direct Ship products, you'll have another opportunity to profit.
- **Xerox® Authorized Dealer Program**—Generate additional income through our profitable buy-sell model on select Xerox® products.

