

Whether you are just getting started in managed print services (MPS), or tried unsuccessfully to launch a program, Strategy Development has the depth of experience to enable success.

Our suite of offerings spans all functional areas of running a successful MPS business including planning, sales and service. Knowledge transfer is accomplished through consulting engagements, workshops, and our eLearning course.

MPS CONSULTING ENGAGEMENT

Increase your share of wallet and maximize account penetration

Our 12 month, comprehensive program starts with an on-site, full-day planning event with your senior team to develop an MPS business plan. Next, two of your staff are enrolled in our two-day MPS Sales Workshop where they learn the entire MPS sales process; we recommend that the MPS sales leader attends this training. After you have a trained staff, we support your team through 100 hours of weekly project management and process specific calls. These calls are focused on helping your team drive results: analyzing assessments, putting together pricing, presenting strategy and proposals, and handling competition and objections so that you can get the MPS contracts. Time can also be spent focusing on service set-up and phone interviews to staff your MPS team. Once you have contracts in place, we can help you implement quarterly account reviews that result in more share of wallet and contract expansion into professional services and equipment refreshes. Simply put, our consulting engagement ensures your success in MPS.

MPS Consulting
Sales
Service

BTA MPS Workshops
Sales
Operations & Service
Sales Management
Business Planning

MPS eLearning



BTA MPS WORKSHOPS

Learn MPS from the team that set the industry standards

We developed and instruct several BTA MPS workshops designed to give you the tools necessary to launch and sustain a successful MPS program. All of our workshops are led by Strategy Development consultants who have real world experience selling complex outsourcing agreements. We use frequent breakout sessions to ensure all participants gain a solid foundation for selling MPS. You can expect a strong ROI from our workshops.

BTA MPS SALES
BTA MPS OPERATIONS & SERVICE
BTA SALES MANAGEMENT
BTA BUSINESS PLANNING



We are the recognized leader in training and education. Our innovative programs received top marks in core abilities, best practices, and business benefits. We were also recognized for providing a highly comprehensive suite of services to develop a strategic plan that includes education, mentoring, and eLearning solutions to help imaging companies become more successful.

MPS eLEARNING

Comprehensive, self-paced learning

Our MPS Sales eLearning program was developed by the two most trusted names in MPS: Strategy Development and InfoTrends. This is not a video package created by a marketing firm; it's hard-core training with tests at the end of each module. After your team completes this training, they will immediately be able to start writing contracts. Students receive MPS Certification upon completion of the full course.



Brief Summary of Strategy Development's Award Winning MPS Training

For course agendas, who should attend, dates and registration of these courses, please visit www.strategydevelopment.com/training

BTA MPS SALES

Course Instructors: Tom Callinan; Ed Carroll; David Ramos

Duration: Two Days

Significantly increase clicks captured, lock in customers, enable differentiation, and ultimately sell more hardware. Establish a successful, sustainable, managed print services strategy. Open the door to new hardware placements and software implementation opportunities.

MPS eLEARNING SALES TRAINING PROGRAM

This comprehensive, self-paced online training will give you a crash course in the world of selling MPS. It is a hard-core, interactive training program, with tests at the end of each module. The course covers: Developing an MPS territory • The first appointment • Performing an assessment • Contractual selling • Pricing • A successful strategy session • Designing winning proposals • Expanding your MPS relationship

BTA MPS OPERATIONS AND SERVICE

Course Instructors: Mike Woodard; Ken Staubit

Duration: One day

This one-day course will jump start your understanding of how to set up and manage all of the complex operational and service aspects of an MPS agreement.

In addition to a concentration in MPS, Strategy Development also offers consulting engagements for service, sales optimization, and sales mentoring, as well as courses in strategic selling, sales management, service management, and business planning.

OUR TEAM OF CONSULTANTS



Tom Callinan is the founding principal of Strategy Development. From 1998-2005, Tom was an executive with IKON Office Solutions, culminating as vice president and general manager of their largest business unit with revenue of \$1.4 billion. Prior to that, Tom was the founder and CEO of Copifax, Inc., a copier dealership recognized with numerous awards including the INC 500 list of fastest growing private US companies. Copifax was acquired by IKON in 1997. Tom graduated with high honors from The Wharton School, University of Pennsylvania.



Ed Carroll is a principal of Strategy Development. From 2003 – 2007, Ed was an executive with IKON Office Solutions, concluding as vice president and general manager of their Greater Capital Area with revenue of \$150 million. Preceding that, Ed was the CEO of CyLex Systems, Inc, a venture based document management ASP, which was acquired by Ricoh Corporation in 2003. Previously, Ed was with Panasonic for 21 years holding various executive positions including president and COO – Panasonic Document Imaging Co, president - Panasonic Document Systems Co, and president – Panasonic Office Products Co. Ed has a B.S.-Accounting from Canisius College, Buffalo, New York.



David Ramos is a sales operations consultant with Strategy Development and has over 14 years of experience in the imaging industry. As a top producing business development and management professional, David held positions in both the U.S. and Mexico. At IKON Office Solutions, positions of increasing responsibility led to director of sales with responsibility for 8 sales managers and over 70 sales reps. As a senior trainer at IKON University, David co-developed the sales training program. Prior to that, David was a major accounts manager at Xerox Corporation. David offers experience in training and development, selling leading edge technologies, strategic marketing, and key account management in US and foreign markets.



Ken Staubit is a service consultant with Strategy Development and has over 14 years experience in all levels of service operations and MPS service structure. Ken spent the majority of his career at Modern Office Methods (MOM) in various service and operational roles. As MOM's director of client services where he oversaw all service operations and managed a staff of over 60 field service personnel in multiple branches, Ken led the organization to exceed the industry's benchmark of 52% service gross profit. He was key in creating and implementing the organization's service structure to handle its explosive MPS growth. He served on the Lanier Dealer Advisory Council and was an E-Automate Service Committee member. Ken received a Bachelor of Arts degree in International Studies at Bowling Green State University in Ohio.



Leisa Thomason is an MPS consultant for Strategy Development. While attending college 20 years ago, Leisa started her first printer company rebuilding toner cartridges in her garage. Over time she has successfully expanded her company to include printer repair, printer fleet management, and managed print services (MPS). Leisa has experienced the back office and sales transition from a transaction based company to a contractual based provider, focused on long-term management and improvement of document output fleets. Leisa knows firsthand the challenges faced by companies in the MPS space and is on board to help other entrepreneurs make the same lucrative transition.



Mike Woodard is a consultant with Strategy Development and has 30+ years experience in all aspects of field service operations and service strategy development. Mike spent 20 years with IKON Office Solutions in key regional and national service operations positions: national vice president, field service strategy; national vice president, field services; and national vice president, field service operations. Mike also spent 18 years with Xerox Corporation in multiple field service assignments including district service manager, region service financial planning and analysis manager, region quality assurance manager, field service manager and field service technician. Mike attended the University of Colorado and served in the United States Marine Corps.



Improve your organization's profitability and efficiency.

Advanced Service Management eWorkshop is an interactive, web-based program that drills down into the four main areas of service expense: salaries and headcount, parts, auto, and training.

Upon completion dealerships will have the necessary tools to enhance their service business to achieve a gross profit in excess of 52%.



What will you learn?

- Managing staffing expectations
- Creating job structures and incentive plans
- Instill ownership and accountability for desired results
- Successfully deliver profitable service
- Managing and reducing parts spend
- How to establish mileage reimbursement creating a win for the company and the technician
- Capitalizing on training opportunities
- Understanding the cost of response time
- Parts inventory effectiveness

Schedule

The **eight-week** educational webinar series will take place from **11:00am - 12noon EST**. Check the website for the next start date.

Pricing

\$995 per dealership and is open to all employees.

Who Should Attend

Dealer Principals, VP's Of Service, CFO's, VP Of Operations, Directors Of Service, Service Managers

Course Topics

Salary and Staffing

Introductions • Service benchmarks – “What does good look like?” • Salaries and headcount • Revenue allocation • Staffing ratios • Team dynamics

Job Structure and Incentive Pay Plans

Job structure • Common pitfalls and struggles • Competitive salary ranges • Market pressures • Incentive pay plan ideas • Examples

Parts Spend

Service benchmarks • Parts expenses • Reducing parts cost • Technician accountability

Auto Expense

Service benchmarks • Trends • Managing fixed and variable costs • Building your own program • Using GPS • Territory management software

Training Expense

Service benchmarks • Training options

Revenue

Revenue allocation • Data collection • Service pricing • Service account reviews • MPS

Managed Print Services

Service benchmarks • Common pitfalls • Best practices • Relationships with parts and cartridge suppliers • Methods for delivering technical service

Registration

To register, please visit www.strategydevelopment.com/asm or contact Deb Meteraud at 305-684-3618 or meteraud@strategydevelopment.com.

Strategy Development has all of your service needs covered

Strategy Development has helped hundreds of service leaders optimize their operations through our training classes and consulting. Our team is uniquely qualified to develop service professionals in every aspect of leading and managing a successful service department.

It is suggested to complete BTA Service Management University prior to Advanced Service Management eWorkshop:

BTA Service Management University

Service managers will gain an understanding of a multitude of profit inputs such as setting prices, how employees are deployed, parts usage/logistics, as well as employee performance and development. Increase effectiveness through honing skills to communicate with other company leaders, interpret reports, and to use data to develop and execute plans. Service leaders leave this class with a clear understanding of how to identify and address any issue within the service department.

The greatest improvements can be realized over time with a detailed service operations consulting engagement:

Service Operations Engagement

OPTIMIZE YOUR SERVICE OPERATIONS AND PREPARE FOR THE FUTURE

Phase One

Gather information and an on-site service operations assessment agenda is planned.

Phase Two

A two-day on-site visit with one of our service consultants to assess all aspects of your service operations.

Phase Three

A summary of recommended actions covering all aspects of your service operations is delivered. The outcome and deliverable of this engagement is an actionable, prioritized game plan which when executed will not only optimize your service operation to provide superior gross profit results but also to prepare you and your organization for the future.



Most clients then move on to a retained engagement for scheduled, weekly phone support. We will work directly with designated leadership to help manage the service performance improvement process and will also provide project support and operational best practices advice. The engagement is tailored to your specific needs and can include time spent for development of specific individuals.

OUR SERVICE CONSULTANTS



Ken Staubitz is a service consultant with Strategy Development and has over 14 years experience in all levels of service operations and MPS service structure. Ken spent the majority of his career at Modern Office Methods (MOM) in various service and operational roles. As MOM's director of client services where he oversaw all service operations and managed a staff of over 60 field service personnel in multiple branches, Ken led the organization to exceed the industry's benchmark of 52% service gross profit. He was key in creating and implementing the organization's service structure to handle its explosive MPS growth. He served on the Lanier Dealer Advisory Council and was an E-Automate Service Committee member. Ken received a Bachelor of Arts degree in International Studies at Bowling Green State University in Ohio. Ken can be reached at staubitz@strategydevelopment.com or 513-200-2169.



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Watch your business grow

In this highly competitive environment knowing how to defend existing markets, assess entries into new ones, develop growth strategies, control costs, and profitably invest resources is imperative. When looking for consulting or training take into account the human factor.

Consulting Engagements

Managed Print Services
Service Operations
Sales Optimization
Sales Mentoring

Experience the sd|difference

Strategy Development supports your change efforts with a highly experienced and qualified team of consultants. Our clients have experienced accelerated growth in their core business; successfully launched new business segments; improved service delivery and contribution, and developed and implemented on a business plan that provides industry leading revenue and operating income growth. Our innovative approach addresses business planning, executive and employee development, and sales and service management.

MPS Consulting Engagement

INCREASE YOUR SHARE OF WALLET AND MAXIMIZE ACCOUNT PENETRATION

Our 12 month, comprehensive program starts with an on-site, full-day planning event with your senior team to develop an MPS business plan. Next, two of your staff are enrolled in our two-day MPS Sales Workshop where they learn the entire MPS sales process; we recommend that the MPS sales leader attends this training.

After you have a trained staff, we support your team through 100 hours of weekly project management and process specific calls. These calls are focused on helping your team drive results: analyzing assessments, putting together pricing, presenting strategy and proposals, and handling competition and objections so that you can get the MPS contracts.



Time can also be spent focusing on service set-up and phone interviews to staff your MPS team. Once you have contracts in place, we can help you implement quarterly business reviews that result in more share of wallet and contract expansion into professional services and equipment refreshes. Simply put, our consulting engagement ensures your success in MPS.

Service Operations Engagement

OPTIMIZE YOUR SERVICE OPERATIONS AND PREPARE FOR THE FUTURE

In the first phase information is gathered and an on-site service operations assessment agenda is planned. Phase two involves a two-day on-site visit with one of our service consultants to assess all aspects of your service operations. In the third phase a summary of recommended actions covering all aspects of your service operations is delivered. The outcome and deliverable of this engagement is an actionable, prioritized game plan which when executed will not only optimize your service operation to provide superior gross profit results but also to prepare you and your organization for the future.

At this point we will discuss an ongoing engagement process to assist and advise relative to developing and managing a plan of action based on identified opportunities and recommended actions.

Most clients then move on to a retained engagement for scheduled, weekly phone support. We will work directly with designated leadership to help manage the service performance improvement process. We will also provide project support and operational best practices advice. The engagement is tailored to your specific needs and can include time spent for development of specific individuals.



Sales Optimization Engagement

REALIZE LOWER SALES TURNOVER, HIGHER PRODUCTIVITY AND INCREASED REVENUE

Simply adding “feet on the street” probably isn’t the solution to growing revenue. Driving improvement in sales rep productivity and sales rep turnover are the foundation to increased revenue and market share.

The Strategy Development team will work with you to ensure you have a sound coverage model with logical territory design. We'll then support your team with management processes that cover the spectrum from proper employee selection through success metrics and sales rep development. After the processes are implemented you will realize lower sales turnover, higher productivity, and increased revenue and market share.

Sales Mentoring Engagement

MASTERING NEW SKILLS AND LASTING BEHAVIORAL CHANGE

Sound sales training provides a toolbox that will yield results as measured by productivity increases and reduced turnover. Sales coaching is about achieving lasting behavioral change and mastering new skills. Built on the concept of incremental growth and change over time, Strategy Development’s sales coaching (SDSC) is a process supported by repetition and reinforcement.

Salespeople are not likely to implement a particular selling strategy or tactic consistently, regardless of how effective it may be, unless it is part of an overall behavioral plan. SDSC is the change management component to spread success across your sales team.

OUR TEAM OF CONSULTANTS



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Be sure to ask about our full line up of workshops, eWorkshops, webinars and eLearning.



sd | Sell With Success eWorkshop

Being a subject matter expert on products and services plays an important role in a successful sales career, but greatness is achieved by honing professional selling skills. Seasoned professionals can round out their skills, while those just starting out will learn a repeatable, methodic sales process proven to increase sales in traditional hardware, color, solutions software and services.

Minimize the risk of failure, burnout, frustration, loss of confidence, or worse becoming a turnover statistic, by participating in Sell With Success.



Online Delivery

No Travel Necessary
Ten-Week Program with Hour-Long Sessions
Interactive Q&A Time at the End of Each Session
David Ramos developed and will lead the course.

Fee

\$2,000 per dealership and is open to all employees.

Registration

To register, please visit
www.strategydevelopment.com/sws

Schedule

The **ten-week** educational webinar series will take place on **Mondays** from **11:00am - 12noon EST**. Please check the website for the next start date.

Course Agenda

Sales Process

The importance of a sales process • Four levels of sales process implementation • Consistent usage, inspection, and improvement

Time and Territory Management

Organizing and planning • Managing activities, calendar and territory so they don't manage you

Business Acumen and Decision Maker Motivations

Understanding business and the marketplace as it relates to selling solutions • Basic business principles • Decision maker motivations

Prospecting

Generating appointments utilizing balanced activity approach • Becoming a networking expert • How to use the phone to generate appointments

Questioning and Listening Skills

Questioning techniques to determine customer needs • Solving buyers' problems • When to talk and when to listen

Initial Sales Call and Presentation Skills

Structuring a customer focused sales call • Opening an appointment • Utilizing value propositions to build a business case • Advancing the sales cycle

Proposal Writing Fundamentals

Writing winning proposals • Presenting a cost justified proposal

"My sales team and I came away feeling that the time was well spent. Some of the areas we found most beneficial were prospecting techniques, managed print services, presentation skills, and color opportunities and applications in today's marketplace. The content was relevant to our industry today and provided information that my reps could use in the field right away. We look forward to your next visit."

Rob Sloan, VP, Sales, OASYS, Inc.

Negotiation Skills

Five-step process for preparing for negotiations and handling common buyer tactics • Identifying prospect negotiation gambits and the counter moves

Account Planning and Customer Retention

Maintaining the relationship



For more information, please contact David Ramos at (407) 416-4923 ramos@strategydevelopment.com

STRATEGY DEVELOPMENT'S SALES COACHING (SDSC)

Visit www.strategydevelopment.com/sdsc

Making success a habit

Sound sales training provides a toolbox that when utilized will yield results. Sales coaching is about achieving lasting behavioral change and mastering new skills. Built on the concept of incremental growth and change over time, **Strategy Development's Sales Coaching (SDSC)** is a three-month consulting engagement to deploy a process supported by repetition and reinforcement.

Salespeople are not likely to implement a particular selling strategy or tactic consistently, regardless of how effective it may be, unless it is part of an overall behavioral plan. SDSC is the change management component to homogenize success amongst the sales team.

Each participant-centered training session—partly motivational, partly instructional—provides concepts, knowledge, and understanding of a particular topic as it applies to your selling environment. Through appropriate exercises, sales-development plans are refined, strategies and techniques are practiced in a safe environment, and skills are sharpened, before interacting with prospects and customers.

SDSC corrects underperformance and supports top producing senior executives, sales leaders, and sales people.

- Fine-tune communication, decision-making and leadership skills
- Conquer procrastination
- Achieve full potential
- Approach problems with new strategies

We will work with you to define your specific goals and devise a sales coaching plan in areas such as time and territory management, business acumen and decision maker motivations, prospecting, pipeline management, taking a consultative approach, questioning and listening skills, sales call and presentation skills, proposal writing, negotiating, account planning, customer retention.

The three-month program begins with individual and team assessments and goal setting. It incorporates coaching, self-study, teamwork, and application assignments that address the unique strengths and challenges of the team.



David Ramos, a sales operations consultant with Strategy Development, developed the curriculum and will lead the educational experience. David has over 15 years of experience in sales, sales management, executive sales leadership, and sales training development in the imaging industry.

David, whose experience spans selling leading edge technologies, strategic marketing, and key account management, was a top producing business development manager in both the U.S. and Mexico. David was a team member of IKON Office Solutions IKON University during their three year run of being named to Training Magazine's Top 100 training organizations in North America. During this time David taught sales professionals sales process and sales managers how to effectively lead and develop their sales teams. Additionally, he led IKON's training efforts in

Mexico, including all learning and development projects from sales to sales management.

For more information,
please contact David Ramos:
c (407) 416-4923
ramos@strategydevelopment.com



Interactive web-based MPS training

Strategy Development has heard the SOS call from the dealer community struggling to launch a profitable managed print services (MPS) program. Our staff of experts that created Sales.Operations.Service (S.O.S) have successfully launched profitable MPS programs and now bring you their knowledge in a convenient on-line training format.

S.O.S is a comprehensive educational program delivered through a 10 week webinar series. You will learn all aspects of selling and implementing a profitable MPS program, including operations and service. At the completion of the program you will be ready for any MPS implementation!

Who Should Attend

Dealer principals, sales and sales management, service management, operations management/billing, CFOs/finance

Schedule

The **ten-week** educational webinar series will take place from **11:00am - 12noon EST** on **Thursdays**. Please check the website for the next start date.

Pricing

\$1,995 per dealership and is open to all employees.

Registration

To register, please visit strategydevelopment.com/SOS or contact Deb Meteraud at 305-684-3618 or meteraud@strategydevelopment.com.

Learning **ALL** of the
building blocks
to create a
successful MPS
program



Course Agenda

Consultative selling and territory

Differences between MPS and equipment sales • Identifying your target • Getting the appointment at the correct level • Challenges faced in closing an MPS opportunity • Examples of prospecting scripts and written communications

First appointment objectives

View a professional MPS value proposition • Learn how to build a business case for MPS • Learn to identify the prospect's pain points

Conducting the assessment

When to conduct an assessment, and equally as important- when not to • What information you need to collect • Specific information you need and why

The strategy session

Purpose of strategy session • How to design and conduct a strategy session • How to use the assessment results to create a solution • Redeployment examples • Sample strategy session

Pricing the opportunity

Building a TCO pricing model • Pricing a blended CPP transaction • Current vs. proposed states on a CPP basis • How device redeployment/refresh affects final proposal

Designing a winning proposal

Sample proposal • How to carry the prospect's unique business case over to the proposal • Who should be present at the meeting and what you should cover

Conducting quarterly business reviews

Sample quarterly business review • How to use quarterly business reviews to add value to the relationship as well as gain more equipment and services revenue • How to expand and extend your agreement

New fleet assimilation

Common mistakes and pitfalls • Techniques for taking over existing fleets • What printers should you support?

Data collection and fleet management

Meter collection tools • Warranty and recycling programs • Managing parts inventories • Invoicing

Service Delivery Methods

What good looks like • Methods for delivering service • Technical training • Best practices

Strategy Development has all of your service needs covered

MPS Consulting Engagement

INCREASE YOUR SHARE OF WALLET AND MAXIMIZE ACCOUNT PENETRATION



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After you have a trained staff, we support your team through weekly project management and process specific calls. These calls are focused on helping your team drive results: analyzing assessments, putting together pricing, presenting strategy and proposals, and handling competition and objections so that you can get the MPS contracts. The time can also focus on back office operations and service set-up as

well as phone interviews to staff your MPS team. Once you have contracts in place, we can help you implement quarterly business reviews that result in more share of wallet and contract expansion into professional services and equipment refreshes. Simply put, our consulting engagement ensures your success in MPS.

Service Operations Engagement

OPTIMIZE YOUR SERVICE OPERATIONS AND PREPARE FOR THE FUTURE

Phase One

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Phase Two

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Phase Three

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FEATURED INSTRUCTORS/CONSULTANTS



Ken Staubitz is a service consultant with Strategy Development and has over 14 years experience in all levels of service operations and MPS service structure. Ken spent the majority of his career at Modern Office Methods (MOM) in various service and operational roles. As MOM's director of client services where he oversaw all service operations and managed a staff of over 60 field service personnel in multiple branches, Ken led the organization to exceed the industry's benchmark of 52% service gross profit. He was key in creating and implementing the organization's service structure to handle its explosive MPS growth. He served on the Lanier Dealer Advisory Council and was an E-Automate Service Committee member. Ken received a Bachelor of Arts degree in International Studies at Bowling Green State University in Ohio. Ken can be reached at staubitz@strategydevelopment.com or 513-200-2169.



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To register, please visit www.strategydevelopment.com/sos or contact Deb Meteraud at meteraud@strategydevelopment.com or 305-684-3618.



MPS eLearning Sales Training Program

Effectively & Efficiently Train Your Sales Force

Strategy Development and InfoTrends joined forces to create a training and certification program to effectively engage and sell managed print services (MPS) for the sales person or dedicated managed print specialist.

This training will take you through the eight key steps we have identified in the MPS sales process that when mastered will result in success:



- Developing an MPS Territory
 - The First Appointment
 - Performing an Assessment
 - Contractual Selling
 - Pricing a Transaction
- A Successful Strategy Session
- Designing Winning Proposals
- Expanding Your MPS Relationship



Please see the reverse side for more details on each course.

Why eLearning?



Support Your Organization's Goals

Using interactive, online training programs, dealer principals can eliminate the travel expenses and out-of-office time associated with traditional training methods. eLearning also allows employees to learn at their own pace and on their own time from anywhere across the world. Not only will taking advantage of eLearning help your sales reps stay ahead of the curve, but it will enable them do so more efficiently, which is essential in today's economy.

Support Team Development

An intelligent GUI provides a graphically interactive environment and also facilitates free navigation (pause, play, go back, go forward) within each module to maximize comprehension. An indexed Table of Contents enables students to go back and review topics until a passing grade is earned. The student's progression through the course is logged and tracked, allowing them to exit if necessary and later re-enter to finish the course when time permits.

Empower Sales Professionals!

Give your sales staff the tools they need to succeed! To effectively sell any product, you must have thorough knowledge of that product as well as the needs of the customers you are selling it to. The Managed Print Services eLearning program provides your sales staff with the knowledge they need to capitalize on this market opportunity.



We are the recognized leader in training and education. Our innovative programs received top marks in core abilities, best practices, and business benefits. We were also recognized for providing a highly comprehensive suite of services to develop a strategic plan that includes education, mentoring, and eLearning solutions to help imaging companies become more successful.

Pricing

1st Seat	\$299
Additional Seats	\$199
10 Seats	\$1,885
25 Seats	\$4,085

Registration

To register, please visit
<http://elearning.infotrends.com/MPS>

Modules in more detail...

MODULE 1: Developing an MPS Territory

An MPS territory can be very different from your traditional product sales territories as the goals for MPS customers differ quite substantially. This course will help you to develop an MPS sales territory and provide you with strategic sales processes to help you get the first appointment with the prospect.

What you will learn:

- Target the correct company size and vertical market
- Design a sales rep's territory
- Communicate with different departments in the organization and understand their motivators
- Deploy multiple prospecting methods
- Build a pipeline with various communication methods
- Create telemarketing scripts and handle objections

MODULE 2: The First Appointment

The first appointment in an MPS engagement is critical to demonstrate your expertise in the MPS space and provides you the opportunity to understand the prospect's pain points around their imaging and print environment. This course will provide a clear outline for this important first appointment with your prospects.

What you will learn:

- Make a great first impression
- Develop and deliver the MPS value proposition
- Identify a prospect's pain points with self-management
- Engage the prospect in the value proposition process

MODULE 3: Performing an Assessment

A sound assessment methodology can make or break an MPS opportunity. There are pitfalls to watch for during this phase as well as hidden opportunities that could be goldmines. Performing a thorough assessment can also differentiate your business and demonstrate your exceptional value to your prospects.

What you will learn:

- When to agree to perform an assessment
- To collect all the information you need to build a business case for MPS
- Perform a detailed walkthrough
- Conduct interviews and understand business processes
- Use the information to build a business case

MODULE 4: Contractual Selling

This course is designed for companies and individuals that do not have experience developing a CPP lease. In the class you will learn the different type of lease options and basic mechanics of leasing. Students with adequate leasing experience can test out of this module.

What you will learn:

- Understand leasing terminology and options
- Build a CPP lease agreement
- Incorporate service, support and maintenance
- Understand how to buyout a current lease

MODULE 5: Pricing a Transaction

This course will show the mechanics of pricing a transaction using cost-per-page agreements.

What you will learn:

- Calculate the service and supply cost on the current fleet
- Blend black, black on color, and color output into a single CPP
- Handle overages on a blended contract
- Add new equipment to the agreement

MODULE 6: Successful Strategy Session

Most sales transition directly from discovery to the proposal. In a complex offering like MPS, which frequently involves multiple decision makers, you need to ensure you have a champion before moving to the proposal. This course will provide you with what you should know and do with your prospects to create that winning MPS strategy.

What you will learn:

- Analyze the data collection
- Conduct the Strategy Session
- Manage then Optimize vs. Optimize then Manage
- Agree on a Strategy

Each module has an approximate running time of 25-35 minutes.

MODULE 7: Designing Winning Proposals

The correct proposal for your prospect must be tailored to their business goals addressing the pain points discovered in the value proposition and assessment. This course will cover how to articulate the prospect's specific business case.

What you will learn:

- Understand the necessary elements for the proposal
- Have the right visuals – tables, graphs and charts
- Deliver the correct information to different decision makers
- Present the information and anticipate budget concerns

MODULE 8: Expanding Your MPS Relationship

Now that your customer is engaged in MPS you must be able to maintain that relationship and keep it growing. This course will show you how to meet and exceed your customer's expectations in order for you to keep that customer for life.

What you will learn:

- Provide quarterly reviews
- Modify and enhance existing contracts
- Optimize your customer's infrastructure
- Keep an MPS customer for life