

# Selling Digital Printing Training

## Discover the power of consultative selling

Digital printing opens up new markets, new revenue streams. But in order to tap into it, you're going to need some new selling approaches and skills. In this workshop, you'll learn where the digital opportunities are, and some proven sales processes and techniques to close the deal.

It starts by shifting your focus from order taking to consultative selling. Once you know the right questions to ask, you'll be able to sell digital applications that add value to your customers' businesses and revenue to yours.



# Sales and Marketing Services

## Understanding the digital opportunity

The training scopes out the size of the digital printing opportunity and profiles the characteristics and habits of a successful digital printing salesperson.

## Sales process analysis

There are four traditional selling processes used in the printing industry. See how they are used, and why they are insufficient for selling digital print. Get to know the why and how of consultative selling, and why it's the right approach for your digital print services.

## Organise and identify

One of the foundations of successful digital print sales is an organised approach to territories and prospecting. We'll show you how to create a go-to-sales plan for your specific market, and enable you to develop a targeted prospect list.

## Making the call

So who do you call on and what do you say? This valuable training gets down to specifics in identifying how to prepare and execute a successful call. One of the key elements here is the capability portfolio, the sample applications that help you demonstrate the value of digital printing applications.

## Selling Digital Printing 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 Xerox designated locations.

## Moving into action

You'll be ready to put what you learn immediately into action. All attendees leave with an Action Planning Guide.

## Selling Digital Printing Training

This is a step-by-step approach to building a repeatable effective digital printing selling process. The workshop breaks it down into easily understood components and then helps you put it into action the minute you leave the classroom.

### Here are some of the topics covered:

- Consultative selling vs. "order taking"
- How to get started in a new territory
- Getting the appointment and making an initial call
- The elements of an effective sales call
- The steps in an effective sales process
- How to identify a customer's potential for digital printing
- Proven techniques to overcome customer objections
- Develop and deliver a customised digital printing value proposition
- Develop a list of 5 high-impact actionable items by conclusion of workshop