



EDUCATING YOUR SALES FORCE FOR THE HIGH-SPEED INKJET OPPORTUNITY

Today's color inkjet devices are creating new market opportunities for service providers thanks to their high productivity, compelling cost of operation, and greatly improved quality levels. In fact, color inkjet printing is now the fastest growing sector within the printing industry.

To grow your business with high-speed inkjet, it is important to find the right applications combined with a business strategy that matches the capabilities of today's technologies. You also need a well-prepared sales force that is capable of articulating the value proposition associated with migrating traditional offset to a digital world.

Sales training is a critical requirement for service providers who want to sell sophisticated solutions, such as books and publications on demand, supply chain management, integrated marketing campaigns, and transpromo. Sales teams that rely on relationships with traditional print buyers as the foundation for developing value-added, margin-rich solutions typically fall short of expectations.

Keypoint Intelligence has a long history of enabling successful digital printing businesses. Canon Solutions America has partnered with Keypoint Intelligence to help its customers reduce the learning curve for sales teams and realize profitable revenues more quickly.

With Keypoint Intelligence, your sales training needs can be addressed with a level of expertise that would take a company years to develop independently. Following training, your sales team will be able to communicate unique value propositions for the markets you want to target, including key messages that define the benefits of your solutions and your company's differentiators. Through structured on-site training, your sales team will understand where to focus and will have a clear selling plan and execution strategy for closing new business.



The Process

Through an easy four-step process, Keypoint Intelligence will work with you to understand the current state of your sales team and will develop a curriculum that is right for you.

step
01

PHONE-BASED
KICK-OFF/INFORMATION
SHARING DISCUSSION



The first step is a phone call to learn more about your current sales staff and the focus of the organization. Some key components to understand include:

- What are the selling issues?
- What are the owner's issues today and where do you want to take your salespeople?
- What is the structure of your sales staff for each business?
- How would you rate the team?
- What are the team's key strengths and weaknesses?
- How is the team compensated today?
- What products and services are they selling (e.g., applications, cross-media)?

step
02

PRE-TRAINING
CALL WITH
SALES TEAM



Next, a one-hour conference call is used to set expectations with the sales team prior to training. Keypoint Intelligence will provide the sales team with pre-work where they will be asked to identify their most challenging accounts or key opportunities they would like to close. Instructors will work with the sales teams to develop strategies for key accounts during the training program.

step
03

DEVELOP AND DELIVER
A CUSTOM, ONE-DAY
TRAINING PROGRAM



Based on a review of your organization and an understanding of where you want to focus the company, a custom, one-day training program will be developed and delivered to your sales team. The on-site training will last 6-8 hours. A sample curriculum includes:

- Understanding your customer base
- Critical communication trends
- Identifying your best prospects
- Making initial contact
- Presenting your unique value propositions to the customer
- Making the sale and closing the deal
- Go-forward planning (development throughout the training of an action plan to generate additional volume from existing clients, as well as identify new prospects)

The curriculum may change based on your specific needs.

step
04

POST SALES
TRAINING
FOLLOW-UP



Within three weeks of training, Keypoint Intelligence will conduct a two-hour call with the sales team to evaluate progress on key accounts and discuss strategies to address any roadblocks the team has encountered.

By partnering with Keypoint Intelligence for sales training, you will reduce the learning curve and position your company to increase revenues and profits more quickly.

Don't delay, get the training you need to succeed in today's fastest growing market — the color inkjet printing market.

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