Sales and Marketing Skills Training

Overview:
In today's business climate, you have to be proactive - that's why understanding and implementing new technology is not enough. If your goal is success, you also need to be adept at marketing and selling your services. Some people are intimidated by marketing. They believe that if you offer superior service and the highest quality product, that should be enough for the business to grow. But if the public and your customers are not aware of the service and quality you offer, then your success will be limited.

We created Sales & Marketing Skills training because we realize that our responsibility to you, our customer, goes beyond offering superior products and services. We want to be partners in your success; if you succeed, then we succeed.

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<td>Expanding Your Markets - Selling Digital Color - MPP</td>
<td>SMS - 1</td>
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<tr>
<td>8R12327</td>
<td>Expanding Your Markets - Variable Data Printing - MPP</td>
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<td>Working with the Digital Customer - MPP</td>
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<td>Customer Relations Workshop - Quality Customer Relations</td>
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Sales Training

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<td>Buyer Focused Sales - Fundamentals</td>
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<td>Buyer Focused Sales - Sales Skills Training</td>
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Sales and Marketing Skills Training

Marketing Partnership Program (MPP)

Expanding Your Markets - Selling Digital Color - MPP

Key Benefits:
- Build higher profit color volumes
- Expand your customer base
- Identify digital color markets & applications
- Set the proper color expectations to your customers

Key Topics:
- Identify digital color markets and applications
- Expand customer base
- Set proper color expectations to customers
- Understand the role that color plays in a document
- Build higher color print volumes

Who Should Attend:
Sales, marketing, management and owners of commercial printing companies or service bureaus transitioning from basic digital applications into digital color offerings.

Prerequisites:
None

Registration Information: Call National Registration - (800) 445-5554
8R08006 Instructor-led 1 day $495.00

Price includes sales kit.
Expanding Your Markets - Variable Data Printing - MPP

**Key Benefits:**
- Uncovers new revenue streams and high potential industries for Variable Data digital printing and identifies the processes and tools required to service this new market
- Provides insight into the powerful use of variable data printing to maximize your customers' marketing efforts
- Educates sales and marketing personnel on the many steps of a variable data solution, enabling them to become more effective in front of their customers

**Key Topics:**

Selling Digital Printing:
- Learning about consultative selling
- Understanding how variable data impacts Customer Relationship Management (CRM)
- Assessing the role documents play in a customer's business
- Learning how to ask key questions to prospects for variable data print services
- Identifying how to become a partner of services not just a commodity printer

Utilizing the Power of Variable Data:
- Analyzing how powerful variable data can be to influence buying decisions and to create customer loyalty
- Defining various types of variable data printing — simple to complex
- Exploring different kinds of variable data applications — simple to complex
- Understanding the powerful impact variable data printing has on marketing and direct mail campaigns

Identifying Potential Customers:
- Learning vertical and horizontal marketing techniques
- Understanding high potential industries, departments and key contacts to call on
- Utilizing opportunities in both existing accounts and with new potential buyers
- Assessing the characteristics of variable data applications

Maximizing New Revenue Opportunities:
- Managing new revenue opportunities that variable data can offer to the printing company and its sales staff
- Gaining the confidence needed to present new services
- Understanding the steps in a variable data solution
- Realizing the importance of a database — different types, their role, and challenges

Understanding Critical Success Factors:
- Making a plan for success
- Identifying your company's capabilities and range of services
- Understanding and articulating what you are selling

**Who Should Attend:**
Owners and managers of printing companies, marketing specialists and advanced sales representatives of digital printing services

**Prerequisites:**
It is recommended that students attend Selling Digital Print Services — Sales Workshop prior to this course. Topics are designed to be meaningful for companies who have a high level of experience with digital printing applications and service.

**Registration Information:** Call National Registration - (800) 445-5554

8R12327 Instructor-led 1 day $495.00
Sales and Marketing Skills Training

Marketing Partnership Program (MPP)

Working with the Digital Customer - MPP

Key Benefits:
- Improves your technical knowledge of digital production — making you more effective at your job
- Helps your customers to prepare pages that print the first time — saving both time and money
- Enhances the communication and upgrades the relationship between you and your customer
- Prepares you to ask the right technical questions — helps keep you from making potentially damaging commitments

Key Topics:
Communicating With the New Digital Customer:
- Industry and market trends that are driving increased customer-created digital pages
- The different needs/expectations of the corporate versus the professional design customer
Understanding the Techniques and Tools of Creating a Page:
- The steps involved from creation to the printing of a digital page
- The different classes of software that are used to build a digital page
What files are needed from the customer to successfully print a page
- File transfer techniques
Reproducing Graphics:
- How to get the best reproduction of illustrations and photographs
- How digital color is reproduced
- Setting color reproduction quality level expectations
Working in a PostScript Environment:
- Why PostScript is used in a printing company
- Common PostScript errors and how to avoid them
- Communicating correct PostScript driver settings
- Use of Adobe PDF format
Integrating Preflight for the Customer and Printer:
- Avoiding output errors
- Establishing a system to check incoming files
- Customer and Printer responsibilities to ensure a smooth workflow

Who Should Attend:
Sales, customer service, sales management, prepress technicians, desktop publishers, and owners of commercial printing companies transitioning to digital and/or seeking to enhance their digital selling/technical skills

Prerequisites:
None

Registration Information: Call National Registration - (800) 445-5554

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Marketing Partnership Program (MPP)

Customer Relations Workshop - Quality Customer Relations

**Key Benefits:**
- Transforms your relationship with your customers by showing you how to be prepared before you speak
- Improves customer satisfaction
- Enhances your communication skills inside and outside of customer relationships
- Teaches how to turn potentially explosive interactions into "win-win" situations

**Key Topics:**
Planning for Success:
- Learning about Policies/Procedures
- Defining Empowerment
- Utilizing the Escalation Process
- Gaining Resources
- Assessing attitude

Recognizing Customer Expectations:
- Using Case Studies
- Learning what customers expect

Communicating Effectively:
- Making a good first impression
- Understanding four basic steps of listening
- Learning the Art of listening
- Reviewing body language
- Overviewing questioning techniques
- Exploring five areas to avoid

Creating a Positive Solution:
- Successfully handling difficult situations
- Utilizing power words and phrases
- Learning the power of follow-up
- Creating a "win-win" solution

**Who Should Attend:**
Any team delivering a service to an internal or external customer

**Prerequisites:**
None

**Registration Information:** Call National Registration - (800) 445-5554

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Sales and Marketing Skills Training

Marketing Partnership Program (MPP)

Selling Digital Print Services Sales Workshop - MPP

**Key Benefits:**
- Helps attendees to understand the opportunities for digital printing services
- Shows how to find digital printing applications
- Explains the new selling skills needed for digital print sales
- Builds confidence for selling in a technical environment
- Helps to develop a success plan for your territory
- Provides a Digital Sales Kit which includes customer presentations about On-Demand printing, account management tools, application samples and tools for selling in a technical environment

**Key Topics:**
- Finding digital jobs with current customers
- Locating and closing new prospects
- Creating value for digital printing and charging for it
- Increasing earnings potential as a digital consultant
- Developing a dynamic territory strategy
- Selling in a technical environment — even if you are not technical

**Who Should Attend:**
Sales, customer service, marketing, management and owners of commercial printing companies transitioning to digital and/or seeking to enhance their digital selling skills.

**Prerequisites:**
None

**Registration Information:**
Call National Registration - (800) 445-5554

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Price includes sales kit.
Sales and Marketing Skills Training

Marketing Partnership Program (MPP)

Marketing Business Services

**Key Benefits:**
Teaches skills that enable your staff to:
- Build customer relationships that encourage greater volume and repeat business
- Increase revenue generation
- Provide benchmark customer service
- Become “order makers” rather than “order takers”
- Take advantage of all selling opportunities
- Identify multiple selling opportunities

Provides a blend of video, interactive discussions, case studies, and role-plays that put skills to practice

**Key Topics:**
Mastering principles of customer service
Understanding the products and services offered and the benefits to your customer
Understanding the customers’ documents and needs utilizing the proven concepts of CPV (Characteristics, Purpose and Value), a proprietary tool
Learning suggestive-selling techniques:
- Using suggestive-selling techniques to increase sales volume
- Using questions effectively to identify multiple selling opportunities

Expanding the sale:
- Establishing customer relationships to secure additional volume and repeat business

**Who Should Attend:**
Essential for all print shop, copy center and sales personnel who want to increase business and influence their customers’ buying decisions

**Prerequisites:**
None

**Registration Information:**
Call National Registration - (800) 445-5554
8R10907 Instructor-led 1 day $425.00
Sales and Marketing Skills Training

Sales Training

Buyer Focused Sales - Fundamentals

Key Benefits:
- Covers the steps of the Buyer-Focused Sales process from the first contact to product or service delivery
- Provides what you need to know to progress through the sale more effectively
- Presents skills and provides opportunity for practice in class, customized to each participant’s product or service

Key Topics:
- Mastering selling techniques
- Learning strategies for:
  - Opening a call
  - Developing needs
  - Describing products and services
  - Handling objections
  - Closing the sale
  - Decision making
- Understanding basic information about business functions
- Understanding buying criteria

Who Should Attend:
- People who want to develop basic selling skills.
- Those in sales and/or affiliated functions who support a selling team

Prerequisites:
None

Registration Information: Call National Registration - (800) 445-5554
8R12271 Instructor-led 2 1/2 days $1,450.00
Sales and Marketing Skills Training

Sales Training

Buyer Focused Sales - Sales Skills Training

Key Benefits:
- Teaches selling skills that will enable you to improve your sales performance so your business can become more profitable
- Covers fundamental, generic sales skills that are necessary to achieve results
- Provides use of videotaped role plays of typical customer selling situations as part of the learning process
- Utilizes role plays and feedback - to learn more effective ways to influence and speed up the sales process

Key Topics:
Mastering generic sales skills
Understanding and identifying different purchasing processes
Determining and satisfying customer requirements
Developing problem-solving processes to overcome customer objections
Acquiring new selling tools
Learning strategies for:
  - Opening the call
  - Effective listening
  - Objection handling
  - Closing
  - Follow up
Mastering negotiation skills

Who Should Attend:
Anyone who has the responsibility of selling ...from new hire to the seasoned veteran

Prerequisites:
None

Registration Information: Call National Registration - (800) 445-5554

8R12270  Instructor-led  5 days  $2,125.00