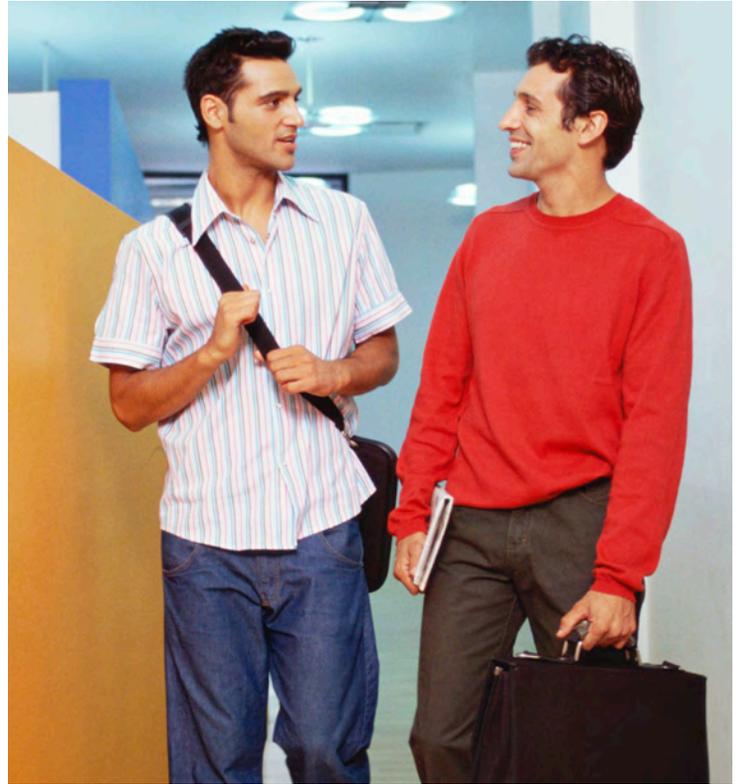


Selling to Agencies and Marketers Training Workshop

Now more than ever, due to the current economic state and ongoing industry changes, it is crucial for agencies and marketers to align themselves with partners that can bring new ideas in the development and implementation of marketing initiatives.

Are you looking for new ways to drive revenue growth? Through the Selling to Agencies and Marketers Training Workshop you will discover successful ideas to help you target, communicate and provide new recommendations that can position you as valued partner versus commodity vendor in their businesses.



Sales and Marketing Services

A workshop to drive new business opportunities

Marketers and agencies are under pressure to increase campaign response rates and ROI, develop new creative approaches and expand marketing programs to multi-channel communications to better target and market to their customers and prospects. And they are looking for service providers who can help them put it all together.

The workshop, conducted at your site or off-site, will highlight everything you need to be successful in targeting and developing relationships with both marketers and agencies.

You'll learn:

- Who the key contacts are to call on
- What challenges agencies and marketers are facing in today's environment
- How to communicate/approach each audience
- How to identify opportunities with these audiences
- The key digital and variable applications for both agencies and marketers
- How to articulate your value proposition and point of differentiation
- How to set the record straight on typical questions of both marketers and agencies
- The tools and resources that can be leveraged to support your sales efforts

Developing ongoing revenue opportunities

Through the workshop, you will gain in-depth knowledge on how to target new markets and provide new value-added services, which will ultimately drive additional revenue opportunities for you and position you as a true partner in their businesses.

Help where you need it most

We want to help you maximize profitability and provide a foundation for long-term success. Our Business Development Services are designed to give you the help you need. It's all part of our total commitment to providing The Right Business Model, The Right Workflow and The Right TechnologySM.

Selling to Agencies and Marketers Training Workshop—Delivered by Digital Printing Professionals

This is an invaluable 4 hour workshop for print service providers who want to position their company for long-term growth and profitability, through new business opportunities. It's taught by people who have been at the forefront and the front lines of building successful digital printing businesses. Our Xerox Business Development Consultants and industry consultant network members can guide you through the process in a step-by-step approach with examples from the real world on what to do and what not to do to be successful.

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at www.xerox.com/businessdevelopmentservices

