



PagePack® 3.0

The managed print solution
where pages lead to profit.

PagePack® 3.0

Sales Tool Guide

Use this guide to choose the PagePack Sales Tools recommended for each stage along the managed print services sales process.

01 Prospect



Create awareness and interest in the MPS value proposition. Gain appointments and agreement to conduct assessments.

02 Assess



Assess a customer's current printing environment, devices, pages, usage, and coverage. Choose the assessment tool best matched to your customer's needs.

03 Design



Receive a custom made proposal for CompleteQuote and QuickQuote assessments from Xerox. Create your own proposal for OneQuote assessments.

04 Implement



Secure a contract, complete SCOT customer set-up, install PagePack Assistant software.

05 Manage



Support and service your customer, conduct account reviews, and optimize their fleet.

01 Prospect

Xerox Sales Tools designed to create awareness and demand for the PagePack 3.0 solution among prospective customers.



What tools are available?

Digital marketing: I.M.P.A.C.T. Marketplace

- **E-Marketer**—Create co-branded email campaigns to drive demand for Xerox products, supplies, and managed print services. Customize online templates or create your own content; add your mailing list, and schedule sends.
- **Website Pro**—Link recipients back to your co-branded web pages where they can get more information.
- **Event Site Builder**—Our new tool automates the administrative tasks of setting up sales events so you can concentrate on building relationships and making sales. The Event Site Builder sends invitations, tracks RSVPs, delivers maps and directions, and sends follow-up emails after the event. Each recommended event includes tips on logistics, handouts, a presentation, signage, and more.

- **Proposals**—Build comprehensive sales proposals; custom-made for each opportunity. Includes cover letter, collateral, pricing, and call to action. Print or email the PDF.

Hardcopy marketing: I.M.P.A.C.T. Marketplace

- **Collateral**—Build free, co-branded flyers and mailers. Add your contact information and messaging to quickly create professionally designed, ready-to-print collateral. Create custom brochures that address your prospective customers' concerns and challenges. Print on demand as needed.

PagePack 3.0 Certified marketing tools:

- **PagePack 3.0 brochure**—Customize and add your company logo to an end user brochure that highlights a significant expense control opportunity in office printing and how to capitalize on it with a managed print solution. Ties directly to the PowerPoint presentation below.
- **PagePack 3.0 presentation**—A comprehensive PowerPoint presentation that uncovers the ongoing costs and issues associated with traditional office printing; and why a managed print strategy can control costs and resources. Customize with your logo and contact information.

What do I need to do?

Log into the Reseller website to access the I.M.P.A.C.T. Marketplace, select the tools you need, and customize the materials as needed.

What does my customer need to do?

Listen, to comprehend the opportunity and how to capitalize on it.

What do I get?

Co-branded sales tools that leverage Xerox, the industry leader in managed print services.

What does my customer get?

A clear value proposition, customized for their requirements. Peace of mind knowing the service is backed by Xerox, the leading MPS provider with millions of devices under management today.

Where can I access these tools?

www.office.xerox.com/resellers

Where do I go for help?

Your Partner Manager

02 Assess CompleteQuote

CompleteQuote is the most comprehensive assessment tool, designed for opportunities with **15 or more printing devices**.



What does it do?

- Use CompleteQuote for the most thorough assessments of large opportunities (>15 devices). Typically some inefficient devices will be replaced with PagePack units.
- CompleteQuote guides Partners step-by-step through the assessment process.

What do I need to do?

Partners are responsible for gathering all the data and customer requirements for CompleteQuote:

- A letter of intent, signed by customer (sample available).
- Details about your customer's printing environment, their current printing needs and future business requirements.
- Representative average color and b&w ink and toner coverage of your customer's printed pages (Use our Sales Coverage Toolkit for reference.)
- Upload data into CompleteQuote tool
- Determine a disposition for each device:
 - No change
 - Move to PagePack or PagePack NX
 - Consolidate with other devices
 - Replace with similar device, add capabilities, etc.
- Submit to the Print Assessments Team at Xerox to create a custom proposal for your customer.

What does my customer need to do?

- Agree to the terms of the letter of intent.
- Invest time with you as you go through the data gathering process.
- Grant open access to employees to gather accurate data for coverage, printing objectives, cost and budget data, etc.

What do I get?

A professional, custom proposal including:

- Floor map(s) of customer's environment
- Cost comparison summary
- Detailed review of current state and proposed environment
- Schedule of implementation and sign-off

What does my customer get?

An accurate accounting of their current printing costs and a proposal to reduce them.

Where do I find it?

CompleteQuote is accessed online at the PagePack Resource Hub on www.office.xerox.com/smart/pagepackportal

Where do I go for help?

- PrintAssessments@xerox.com
- CompleteQuote training webinar

02 Assess QuickQuote

QuickQuote is the fast-track assessment tool, designed for opportunities with **1 to 200 devices**.



What does it do?

Use QuickQuote for assessments when:

- Your customer has multiple print devices in their fleet

AND

- does not provide actual costs

OR

- does not want a detailed proposal with floor plans, etc.

QuickQuote provides Partners with a quick assessment that:

- Uses industry average print coverage to create a snapshot of current costs.
- Allows Partners to quickly assess a fleet and identify PagePack solutions at the device level (PagePack, PagePack NX and PagePack FM).
- Contains the DealBuilder tool to create a blended cost-per-page full fleet solution.
- Can be used to place entire/partial fleets under PagePack FM.

What do I need to do?

Capture current costs

- Run a digital discovery on the customer's network (with a web-based or USB discovery tool).
- Add devices not discovered above (such as locally connected devices).
- Update device inventory with other relevant data as needed.
- Add actual monthly base, supplies, and service costs; if available (default is industry average).

Proposal

- Determine your strategy for non-Xerox devices.
- Determine the baseline of your desired margin for the proposal.
- Submit to the Print Assessments Team at Xerox to receive a DealBuilder and Proposal Template.

DealBuilder

- Balances Partner margins and Customer cost savings/service delivery estimates.
- Adjust and finalize proposal.

What does my customer need to do?

Provide access to customer's network and device data, end-user needs, and understanding of print environment.

What do I get?

- Current Cost overview
- Partner Cost Estimator
- DealBuilder Proposal tool

What does my customer get?

An accurate estimate of their current printing costs and a proposal for Partner to reduce costs and manage existing printing equipment.

Where do I find it?

QuickQuote is accessed online at the PagePack Resource Hub on www.office.xerox.com/smart/pagepackportal

(PagePack 3.0 Certified Partners only.)

Where do I go for help?

- PrintAssessments@xerox.com
- *QuickQuote User Guide*
- QuickQuote training webinar

02 Assess OneQuote

OneQuote is the simplest assessment tool, designed for opportunities with **1 device**.

OneQuote Assessment Tool



What does it do?

Excel-based workbook that compares:

- A single device on PagePack vs. Toner Out
- A single device on PagePack vs. Competitive Product

What do I need to do?

Enter basic information into the OneQuote Tool:

- Product
- Hardware cost and mark-up
- Base, supplies, and service markup
- Sales commission (optional)

What does my customer need to do?

Allow access to customer's device and data to determine:

- Actual toner coverage
- Actual page volumes
- Comparison data (if comparing to a competitive product)

If data is not available, OneQuote defaults to industry averages.

What do I get?

Partner Profit Overview: Forecasts profit over a typical three year contract on this device.

Leasing Calculator: Tabulates typical fair market value and \$1 buy back lease payments for the printing device selected. The calculator also shows Partner's bundled cost when combining the PagePack contract elements with the lease payments.

What does my customer get?

An accurate understanding of their current printing costs and a savings proposal that compares the costs of their printing device with a PagePack contract (all inclusive cost-per-page contract) to their current costs (buy toner and service as needed).

Where do I find it?

OneQuote is downloaded to Partner's PC from www.office.xerox.com/smart/pagepackportal

Where do I go for help?

- *Self-help Reference Guide*
- Your Partner Manager

Each PagePack contract plan is custom-designed for your customer's requirements. The design solution varies based on the assessment tool used.

Design solution with CompleteQuote (15 to 500 devices)

What do I need to do?

Submit gathered data to the Print Assessments Team at Xerox through CompleteQuote.

What do I get?

An advanced, customizable report and proposal ready to present to your customer.

What is the time frame?

Two weeks.

What does my customer get?

- A detailed accounting of current costs.
- A detailed proposal for cost control and potential reduction.
- Floor map(s) showing disposition of old and new equipment.

Where do I go for help?

- PrintAssessments@xerox.com
- CompleteQuote training webinar

Design solution with QuickQuote (1 to 200 devices)

What do I need to do?

Submit completed QuickQuote Excel file to the Print Assessments Team at Xerox.

What do I get?

A DealBuilder and Proposal Template that you review, adjust, and finalize for presentation.

What is the time frame?

Two days.

What does my customer get?

- An accurate estimate of current costs.
- A proposal for cost control and potential reduction.
- Management of existing assets, with limited change.

Where do I go for help?

- PrintAssessments@xerox.com
- QuickQuote training webinar

Design solution with OneQuote (1 device)

What do I need to do?

Fill out the OneQuote Excel file to prepare your recommendations.

What do I get?

Customer savings proposal, leasing option and partner profit projection.

What is the time frame?

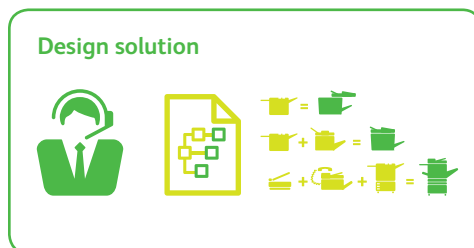
Typically less than 5 minutes.

What does my customer get?

- An accurate estimate of current costs.
- A proposal for cost control and potential reduction, with an option to lease.
- A standardized cost-per-print to help manage costs.

Where do I go for help?

- *Self-help Reference Guide*
- Your Partner Manager



04 Implement Contract Management Tool

Partners begin implementation with the **Service Contract Ordering Tool (SCOT)**.



What does it do?

Use SCOT to purchase a PagePack, PagePack NX, or PagePack FM contract for an eligible printing device on your customer's network.

What do I need to do?

- Access the tool online
- Enter the customer's data (if not already included in your SCOT database)
- Enter the device serial number
- Select the contract type and length (years)
- Select service supplier (Partner or Xerox)
- Submit

What do I get?

The SCOT tool allows you to:

- Purchase new contracts
- Manage existing accounts
- Administer existing contracts
- Obtain meter read reports
- Export billing data to third-party CRM tools such as ConnectWise or Autotask

What does my customer get?

The benefit of the industry's leading MPS provider:

- cost control
- cost reduction
- service coverage
- low maintenance

Where do I find it?

Service Contract Ordering Tool (SCOT) is accessed online at the PagePack Resource Hub on www.office.xerox.com/smart/pagepackportal

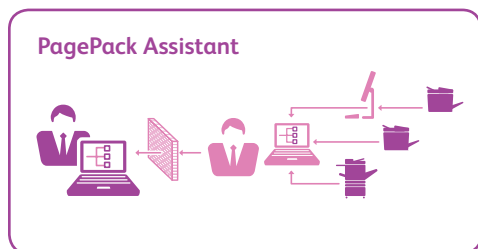
Where do I go for help?

- PagePackProgram@xerox.com or 1-888-892-6483
- *PagePack SCOT User Guide*
- PagePack SCOT training webinar

05 Manage

Local Account Management Tool

Customers manage their fleets through **PagePack Assistant (PPA)** software.



What does it do?

- Sends daily meter reads (for accurate billing)
- Enables customers to:
 - Order supplies
 - Order services
 - Check toner levels
 - Monitor devices centrally
 - Reset devices remotely

What do I need to do?

Install the software on your customer's network and verify meter reads are sent regularly. To ensure success, verify the device running the PPA software is always powered on at the scheduled time of data collection.

What does my customer need to do?

Use the links within the PPA application to access the PagePack Customer Portal—the primary customer interface for ordering supplies and requesting service for devices under a managed print contract.

What do I get?

An active PPA is critical for you to obtain:

- Accurate meter reads
- Visibility into your customer's fleet (when used in conjunction with the partner's *PagePack Center*).

What does my customer get?

- Dashboard and list view of all devices under contract
- Detailed device information
- Simple, consistent process for ordering supplies and requesting service regardless of device type or manufacturer.

Where do I find it?

PagePack Assistant (PPA) software is provided on a CD and as an online link, ready to install on your customer's network. The PPA user interface is branded with your company name and logo.

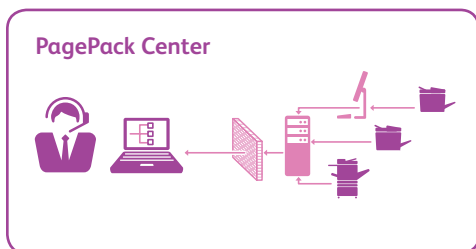
Where do I go for help?

- PagePackProgram@xerox.com or 1-888-892-6483
- *PagePack Assistant User Guide* and *Security and Evaluation Guide*
- PagePack Assistant training webinar

05 Manage

Remote Account Management Tool

Partners manage their customers' accounts remotely through the web-based **PagePack Center (PPC)**.



What does it do?

- Allows partners to monitor and manage fleets of networked printing devices remotely
- Receives data from multiple PPA's every 24 hours (configurable)
- Partner's operations center for:
 - Monitoring devices
 - Ordering supplies and reviewing supplies orders
 - Viewing service requests and notifications
 - Generating reports for customer account reviews

What do I need to do?

- Become PagePack 3.0 Certified (www.xerox.com/thinkbig)
- Monitor and manage in-scope printing devices under a PagePack, PagePack NX or PagePack FM contract
- Provide my customer with PPC-facilitated services:
 - Remote supplies fulfillment
 - Break-fix monitoring
 - Monthly/quarterly reporting

What does my customer need to do?

Install the *PagePack Assistant*

What do I get?

- Ability to order supplies and request service remotely on behalf of your customers
- Reports for account reviews:
 - Printer activity
 - Supplies orders
 - Service requests
 - Account history
 - Device history

Where do I find it?

PagePack Center (PPC) is accessed through the PagePack Resource Hub on www.office.xerox.com/smart/pagepackportal

(PagePack 3.0 Certified Partners only.)

Where do I go for help?

- PagePackProgram@xerox.com or 1-888-892-6483
- *PagePack Center User Guide*
- PagePack Center training webinar

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