

Grow your business easily with IMPACT Marketplace

Multiply your sales efforts and maximize your selling time with powerful free tools from Xerox.

An easy way to get results

Drive sales with pre-built marketing materials created especially for your business. We've done the work so you can produce complete marketing campaigns with a minimum of time and effort.

Your demand creation tools

Do these first

Web

Add dynamic Xerox product and solution content to your Website. Just create a blank Web page in your site and we'll keep the content fresh, automatically.



Email

Create and manage email campaigns to your prospects and customers with customizable pre-built email templates. Email to your private lists and track results.



Your sales tools

Follow up with these as necessary

QuickPitch Pro

Product Configurator

Competitive Comparison

Event Site Builder

Proposal Creator

Monthly Newsletter



Marketing — creating demand for your products and services — is important to the long term health of your business. We know that there are many demands on your time and budget, so we've created a suite of free marketing tools to help you create demand and sell Xerox products and solutions.

Get started building your Xerox business

Just login to the Xerox Partner Portal at www.office.xerox.com/resellers, then click the IMPACT Marketplace link on the left.

IMPACT Marketplace

Free marketing tools for resellers

How IMPACT Marketplace helps you

- It generates leads for you to convert to sales
- It strengthens your presence with existing customers

Create demand

Demand creation and sales follow up. They're the one-two punch basic to business success. Let Xerox help you with the marketing, freeing you up to bring in the business.

Demand creation puts your name, products and services in front of prospective buyers and existing customers. Web presence and email are the most fundamental, inexpensive and low-effort ways to get your message in front of many eyes. Xerox has you covered for both.

- 1. Use Website Pro:** Professional, timely Xerox product and solutions content delivered to your website. Or, we can host a Xerox Showcase for you.



- 2. Send emails with eMarketer:**

Create and manage powerful email campaigns. Customizable pre-built email templates bring your message directly to your prospects and customers. Email to your private lists, and track results. Add in an automated, monthly newsletter to consistently stay top of mind with your customers.



Bring in sales

Follow up on sales leads with our free sales tools that make it easy to produce competitive comparisons, proposals and sales events. They're all customizable with your logo and contact information.

QuickPitch Pro

Customize, share and track multimedia presentations viewable anytime, anywhere — from desktop or mobile devices.



Competitive Comparison

Create custom side-by-side comparisons, with product advantages clearly highlighted.



Product Configurator

Use the Configurator to save time and build Xerox MFPs and printers with our quick and easy tool.



Proposal Creator

Build comprehensive sales proposals, custom-made for each opportunity.



Event Site Builder

Offload dozens of behind-the-scenes tasks required to promote and host sales events.



Get started building your Xerox business

Just login to the Xerox Partner Portal at www.office.xerox.com/resellers, then click the IMPACT Marketplace link on the left. On the next page, check out Website Pro & eMarketer. You can view training videos, or launch the tools from here.



If you have questions or need help, contact your Inside Partner Manager.

