



Effective Sales approaches in selling Light Production -(C60-C70, D95-136)

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Selling Light Production Every Day

Owner/Managers often think that special words or special actions will provide a desired outcome. It's not my experience that this is accurate. The following are our best practices for all devices, including light production.

1. **Tenured, trained and trusted (the three T's) sales force with a solid SMP.**

- ☐ 9.5 years average on our salesforce.
- ☐ Always open for additional training, be it networking, certifications, Xerox learning, industry trainers, etc.
- ☐ Trusted age group – get the right people in front of the decision maker.
- ☐ Solid SMP = working your expiration list and upgrades. Always looking for new opportunities.

Using The Tools

2. Taking advantage of all tools

- ❑ Utilizing Office & Production skills and support
- ❑ Xerox promotions and the C60/70 Marketo campaign
- ❑ Media Sample Kits

3. Creativity Examples

- ❑ Create a need – Churches
- ❑ Finding resources - Hospitals
- ❑ Solving problems - Schools / Education

"Amaze & Win" with Light Production Color Kits

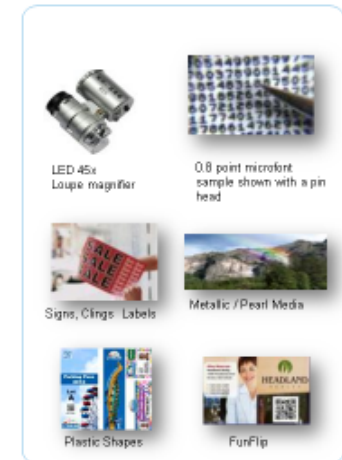
Amaze & Win (wildly popular!)

- Showcase applications not possible on competitive products.
- Demos remarkable color capability
- Stunning Detail (1/100" / 0.8 point microfont shown with 45x LED loupe (included)
- Surprisingly wide substrate capability

Most common customer response:
"WOW, that's amazing..." (re: 500,000 digits of Pi under Loupe)

Each All-In-One Kit Includes

- ✓ Loupe - LED 40x loupe
- ✓ Samples- Microfont, Plastics, Synthetics, Metallic Pearl, FunFlip
- ✓ Video - Commercial Teaching Talk Track
- ✓ Brochure, QR Codes for "single click" access for video, Competitive, More



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Amaze and Win video
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