



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

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Light Production D95-136 Color C60-V80 Selling Strategy

Our issue in the past (Before 2011) was knowing light production equipment opportunities were out there. We did not put specific emphasis on it as we continued chasing office group equipment.

Beginning in 2011 we used a strategy called Engines of Growth. 20% of every reps budget must come from Light Production.



| | Total % of Plan from this Engine | Growth Target | Engine Total Revenue including Growth Target |
|-----------|----------------------------------|---------------|--|
| 2011 Plan | 20% | #DIV/0! | #DIV/0! |
| \$0 | \$0 | #DIV/0! | #DIV/0! |

Action Plan Document:

| District "DOMINATE PRODUCTION" Growth Plan | |
|---|--|
| 1st QTR Action Plan | |
| 2nd QTR Action Plan | |
| 3rd QTR Action Plan | |
| 4th QTR Action Plan | |
| Notes: | |



Action Plan:

Yearly – Complete Business Reviews

Breakdown of ALL Segments of Production Opportunities
Create Action Documents for accounts we know or select by opportunity

Quarterly- Review last QTR results by District:
Create new QTR Actions and list them on the EOG Business Plan

Monthly- Business Reviews- 1st day of each month my reps review ALL
Current Light Production Equipment is listed out by serial #. We then review service history, Meters and look for new growth opportunities



Closing Remarks:

Make sure you understand the opportunities Xerox has to offer and the resources available today that can and will make you successful. There is no other partner I would like to be with more than Xerox. Especially in the Light Production Environment.

TOS – Mission Statement

**“Knowledge is not POWER
Sharing Knowledge is,
We Provide the tools to help
you Share your Knowledge”
Tommy McCrury**