



Partnering for Excellence

Keys To Help Improve Light Production Sales

Steve Woods

Partner Business Manager - Southeast



Driving Growth

Traditional Light Production Prospects

- **Commercial Print Shops**
- **Print for Pay**
- **CRD's**
- **Manufacturing**
- **Medical Billing**
- **Mega Churches**
- **Marketing Companies**
- **Commercial Real Estate**

Challenges Selling To Traditional Prospects

- **Competition!**
- **Speeds & feeds**
- **Media & registration demands**
- **Very low sales & service margins**

Changing Light Production Rules with Xerox

- Xerox's light production equipment are very versatile products
- With the C60/70 partners can market to high volume office environments with office features, marketing companies that require remarkable quality and to light production environments requiring a reliable color product all at an affordable price
- The Xerox D-Series offers prints speeds from 100PPM – 136PPM with flexible finishing capabilities for high volume offices and light production environments
- This expanded target market helps reduce competition, increases sales opportunities and increases sales & service margins



60 - 70PPM Color; 65 - 75PPM BW



100PPM – 136PPM BW

Light Production Competitive Sales Example

(Same Speeds, But NOT The Same Quality)

Real Estate firm: KM C654 printing 15K color per month



60PPM Color; 65PPM BW Office Color Machine

Customer need: high speed color device to produce solids without producing roller marks

Xerox C60: a great fit because of the volume requirements & did not produce any roller marks

Conclusion: the partner marketed the C60 as a more reliable and better quality machine that could within their budget



60PPM Color; 65PPM Light Production Color Machine

Conclusion: Xerox Light Production

Expand the market: 1) where sales reps can prospect
 2) versatility helps to retain margins



C60/70 Office Configuration



D95 Office Configuration



C60/70 Light Production Configuration



D95 Light Production Configuration

Questions