

SELLING MANAGED PRINT SERVICES

The pressure is on for you to capture this emerging print management market opportunity. You can't afford to make mistakes. Join us, and in just two action-packed days you'll take your print management programme and results to an entirely new level. Selling Managed Print Services is an advanced sales education forum for today's sales leaders, print specialists and major account executives.

Topical Overview Includes:

- Programme Introduction & Objectives
- Print Management Engagement Process
- The Customer Buying (Decision Science) Process
- Refining Sales Call Objectives
- Identify Critical Executives & Gain Director-Level Access
- Securing the Appointment
- Preparing for a Powerful & Productive Initial Meeting
- Creating Differentiated Value with Questioning Techniques
- Secure Commitment to the Process
- Setting Technical & Process Expectations
- Gaining Director-Level Commitment & Support
- Performing "Quick Views"
- Collecting Print Environment Data & Best Practices Procedures
- Building Critical "Decision Mass" Support
- Validate & Analyse Findings
- Design & Present Solution
- Closing for "Solution" Commitments
- Overcoming "Fear Based" Objections
- Developing Consensus & Decision Commitment
- Manage the Relationship & Lockout the Competition
- Execute an Account Growth Strategy Plan

Agenda:

- Day One: 8:00 am - 5:30 pm
- Day Two: 8:00 am - 4:45 pm

Facilitators:

Shawn Cashmark

Shawn is a Managed Print Services Consultant for the Print Management Solutions Group, a Learning Outsource Group company, industry recognised MPS expert with 25 years of experience in all aspects of sales and executive education, and former VP of Sales for Compass Contact Solutions. Shawn is also an exclusive reseller of the Sherpa product under the name Cashmark Consulting Group, and provides MPS training and support in both the USA and UK

Who Should Attend:

Executives, Director of Sales, Sales Managers, Major Account Managers, Sales Professionals and Print Specialists

For Additional Information Contact Shawn Cashmark at 0203 295 2018

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