

# SELLING MULTI-FUNCTION PRODUCTS TO WIN



Stop selling boxes and start selling solutions.



## Ideal for:

-  New Hire Boarding
-  Office Equipment Dealers
-  Managed Print Providers
-  IT VARs Selling MFPs

## FEATURING

Award-Winning Sales Performance  
Coach **Rick Lambert**



**sellto**win.com  
PRODUCTION

# SELLING MULTI-FUNCTION PRODUCTS TO WIN

Today's multi-function products do more than print, copy, scan and fax. This course exposes the need for businesses to upgrade to new MFP technology and how North America's top office equipment dealers prospecting, creating sales cycles and leveraging new apps and digital workflows to sell more MFPs.



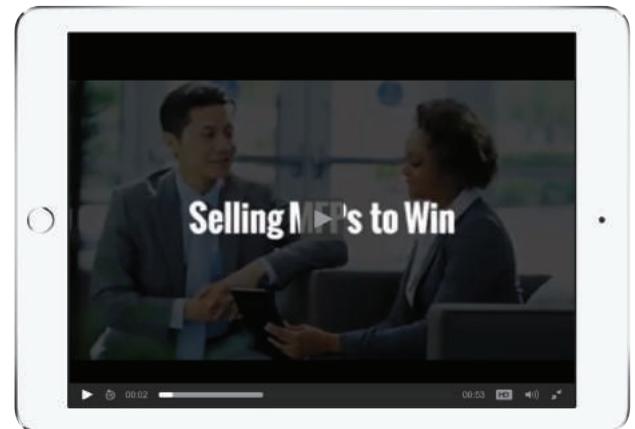
## Video Coaching MODULES

- 1 Why digital transformation is driving MFP upgrades.
- 2 How to expand beyond hardcopy to apps and workflows.
- 3 Key decision makers and popular MFP "packaging" techniques.
- 4 Powerful Live, Phone, email and LinkedIn strategies.
- 5 Pro tips to plan and execute with new decision makers.
- 6 Proven ways to overcome common resistance.
- 7 Ways to uncover pain and MFP related expenses.
- 8 Creative ways to showcase your MFP with prospects!
- 9 Ideas to showcase your MFP value proposition.
- 10 Techniques to qualify prospects and close more deals.

### YOUR ON-DEMAND TRAINING INCLUDES

- Engaging video (not PowerPoint!)
- 10 – 15 minute modules
- Less than 3 hours to complete
- Hosted by professional on-camera talent
- Actor simulations of selling skills
- Online testing and reporting
- Official certificate of completion
- Offline money making exercises

**PLUS:** Downloadable Sales Playbook



**Visit our website  
for pricing and  
team discounts!**

UNLEASH YOUR SALES POTENTIAL