

# SELLING MANAGED PRINT TO WIN

Relaunch and Supercharge your MPS Program!



## Ideal for:



New hire sales training programs



Imaging supply reps looking to convert **transactional** to **contractional business**



IT resellers getting into **Managed Print**



Copier salespeople looking to **sell more Managed Print**

PRODUCED BY

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



**sellto**win**.com**  
PRODUCTION

# SELLING MANAGED PRINT TO WIN

Get the latest sales insights and best practices to create more sales opportunities and win more profitable pages under contract. New hires to tenured MPS sales executives will benefit from best practices right across the Managed Print sales cycle.



## Video Coaching MODULES

1

### The Business Case For MPS

The compelling need for Managed Print.

2

### Prospecting for MPS Opportunities

How to prioritize accounts & book more MPS appointments.

3

### Vertical Market Selling Strategies

Industry-specific pain points that create MPS opportunities.

4

### Top 7 MPS Sales Mistakes

How to identify and avoid common MPS sales cycle pitfalls!

5

### Handling MPS Objections

Pro responses to real world MPS resistance.

6

### TCO Calculation Strategies

Critical data collection strategies to maximize your MPS profit.

7

### Presenting Your MPS Proposal

How to prepare & present to maximize your success.

8

### Effective Quarterly Business Reviews

Execution best practices to grow pages under contract!

## 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



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UNLEASH YOUR SALES POTENTIAL