

SALES REP TALK TRACKS

Introducing a Document Assessment

“Mr. Customer, given the state of the economy these days more and more organizations are looking at reviewing their monthly and annual operating expenses. Industry experts have determined that currently 90% of North American companies do not know what they are spending on print. What this translates to in terms of hard cost is roughly 1% of their corporate revenue. With this in mind, what are your thoughts on a quick meeting to review some of the proactive measures that Xerox can offer in the form of a fact based assessment to either validate your costs and workflow or potentially identify cost saving opportunities moving forward. Normally, our initial meeting will only take 30 minutes of your time. What might be a good time for us to get together?”

Positioning Assessment Options

“You know Mrs. Customer here at our Xerox agency we’re very fortunate with the number of different options we can offer as far as conducting an assessment which will provide you with a better understanding of your print volumes, workflows, and overall print costs. To start, I’m suggesting we do a couple of things. We take 2 of quick snapshots of your environment, a before and after, to capture usage on network enabled devices and we do a quick walk around as well to identify those devices that may not be on the network to maximize the accuracy of our assessment. How does that sound to you?”

Common Assessment Objections

Objection #1

“How do I know this process is not a security risk?”

Response

“First of all, thank you for sharing that with me. Many IT professionals like yourself have expressed a similar concern and I can fully appreciate your sensitivity to security. This is why I am recommending why we start with the Rapid Assessment Key. It is a read-only device and will not install any software on your network. This tool will merely ping printers in the IP address range you select and provide us with a quick snapshot of the current meter readings that we can compare to a second snapshot later – our reports will then let you know exactly how many printers you have, where they are, and what you are currently spending on print. In fact - here is a security white paper from our partners at Print Audit which should alleviate any concerns you have regarding the security of this tool – what do you think?”

Objection #2

“Thanks, but we’re all set. We recently conducted an assessment.”

Response

“Ok, well I appreciate you letting me know that you recently conducted a study. Just out of curiosity, may I ask what type of study that was and what were the outcomes? Also, are there any next steps moving forward? “

“If you’re interested, other customers in your situation have utilized our assessment service to serve as a second set of eyes on their account, in essence a validation of the initial findings and in many cases, a different way of looking at your print environment.”

”What do you think about a second opinion - if it was really easy to do?”

Objection #3

“We don’t have time to do an assessment.”

Response

“Thank you for sharing that with me, I can certainly appreciate that you may not have much time to do an assessment...for clients like you, I can provide a “Quick Assessment” or the “One Day Assessment Service” ...both of these would take less than 30 minutes of your time. With the quick assessment, we will only take one reading and I can show you all the printers on your network with this rapid assessment key...or you can allow me to do a quick scan before work and after work so the results will represent a typical day...from there we can extrapolate the data in minutes.”

“So based on these 2 revised options, what are your thoughts on starting with a quick 5 minute assessment right now?”

Objection #4

“How do I know that my information is going to be kept confidential?”

Response

“That is an excellent question. In order to alleviate any concerns you have regarding your information we would be willing to sign a non-disclosure agreement stating that any information retrieved in the assessment would be kept confidential. How does that sound to you?”

Presenting the Reports

Mr Customer, thank you for meeting with me today to review the data that we collected together performing your document assessment. In preparing this data for your review, I would like to show you some of the information we discovered and the opportunities you may want to take advantage of right away as well as on a go forward basis. Let's start with this report which highlights the overall life count of the printers in your office. As you can see some of these printers have done a fair bit of volume and given their age, as you will see in my cost analysis document, are rather expensive to operate. Were you aware these printers were this old and did this type of volume?"

Establishing Next Steps

Presenting a Proposal

"Well, now that we've reviewed the reports and understand some of the costs associated with the printers in your office, what are your thoughts at taking a quick look at some of the options I've prepared for you?"

Ongoing Account Management

"OK, from our findings and from what you've told me it seems like you're happy with your current equipment arrangement. Perhaps I could suggest we do another assessment 6 months down the road and compare the results to see if there have been any changes to your workflow and/or overall print costs. How does that sound?"