

Business Development Consulting Services

CUSTOMER
TESTIMONIALS

Xerox® Business Development Consulting Services assists you with your digital business growth. We deliver tailored, professional consulting services through a network of Xerox-vetted industry experts. Whether you are looking to train your sales staff or need assistance designing for digital, we can help. The options are virtually endless. Our customers provided these testimonials:

SALES TRAINING - SEACHANGE PRINT INNOVATIONS

“Thank you again for your support of the SeaChange sales growth initiatives. Our sales training was a total success and our team was incredibly impressed with Kate Dunn from Keypoint Intelligence (InfoTrends). WOW! I received several e-mails from sales team members thanking me for investing in them and for the experience to work with Kate. She is on target, articulate, engaging and most of all, she “gets it”. She has shared many tools and insight on how to grow our business. Her coaching and approach made a huge impact on the team – me included.”

Wendi Breuer, President/CEO

PRODUCTION PRINT TRAINING COURSE - LA VISTA HIGH SCHOOL

“The Xerox Digital Career Pathway Program will grant our teenagers access to color printing services and put them on a pathway to find skilled employment. There is a lot of research and evidence to suggest that (career tech education) can be particularly effective for at-risk students. It provides positive social change, hands-on experience, and a sense of belonging instead of alienation. We are very excited to collaborate with Xerox and Intellective Solutions to implement this state-of-the-art program, which will give our kids an opportunity that can lend them a living wage. We expect to save money on color printing costs by having students prepare documents such as tickets to district events and graduation programs. Graduates who are interested in making a career of graphic production can join a printing technology program at Fullerton College. The prep-to-college transition is a benefit for everyone: for the economy, the students, society, and the community.”

Sandi Layana, Principal, La Vista and La Sierra High Schools



BUSINESS PLAN DEVELOPMENT FOR INKJET – MOUNTAIN VALLEY PRINTING

On behalf of our team, I would like to thank you for the Business Development Consulting Services support from Xerox. We found the presentations to be enlightening and we look forward to implementing tactics in areas of business plan development, strategy, sales training, marketing support and customized business development support. I especially want to thank Kate Dunn and Karen Kimerer for the detailed presentation and the time and attention they spent on understanding our company. This ensured we did not get a cookie cutter outcome. We truly appreciated their expertise, and we are confident the support will help guide us on our MVP journey. We are excited to move forward!

**Bill Smith, Senior Business Development
Manager, National Church Solutions /
Mountain Valley Printing**

xerox™

Choose from a wide range of offerings or let us tailor a customized service for your business.

Sales & Marketing

- Developing a Digital Marketing Plan
- Developing a Sales Management Plan
- Selling Variable Data Print
- Selling into Vertical Markets
- Selling Digital Printing
- Value-Based Pricing Workshop
- Event Marketing/ Open House

Application Development

- XMPie and Digital Publisher Implementation and Support
- Trans-Promo
- Direct Mail
- Cross Media and Personalization

Workflow & Operational

- Designing for Digital with Specialty Inks
- Workflow Automation
- Operational Effectiveness
- Inkjet Migration



Succeeding in digital just got a lot easier. Having the right business model is just as important as having the right technology and workflow.

Xerox® Business Development Consulting Services is here to ensure you are on the right path to

success. Tap into our network of experts for specific help with your most pressing digital business needs. This highly skilled and experienced group of consultants brings a wealth of knowledge to your business.

Deliver high-margin digital printing applications—web-to-print, personalized, cross media campaigns—to help cut costs and grow revenues for your clients. Our consultants show you how to enhance your offerings with industry research and a customized road map.

Business Development Consulting Process

STEP 1: STRATEGY

Xerox and industry experts work with you to understand your goals, challenges and priorities.

We provide strategies and identify areas for partnership.

STEP 2: DEVELOPMENT

We present our recommendations with the associated cost in a customized Statement of Work.

STEP 3: DELIVERY

We agree to a timeline and our consultant begins working with you on the project engagement. We validate the success and your satisfaction.

Learn more at xerox.com/driveprofit

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