



Customer Business Development Programs

Consulting services to help you grow your
digital printing business.

xerox[™]

Grow your business. We can help.

Xerox Customer Business Development consulting engagements are fee-based, affordable, and tailored to suit your goals and priorities. After a complimentary strategy call, we provide you with a Statement of Work for your review and approval, making it easy for you to get focused on building your page volumes and your company's success.

BUSINESS DEVELOPMENT CONSULTING SERVICES

Xerox® Business Development Consulting Services help extend your staff and expertise as you take on new challenges and chart your course for digital business growth. We deliver affordable, fee-based professional and training services through a network of third-party industry experienced consultants and Xerox subject matter experts.

Our consultants work closely with you and your team to look at your overall business strategy, pricing, sales training, workflow automation, and more.

BUSINESS-BUILDING CONSULTING SERVICE OFFERS

Sales and Marketing Services: We assist you in developing a Marketing or Sales Management Plan, training your sales force to identify opportunities and sell digital solutions, direct marketing and more. Our consultants can help you target vertical industries and application segments to grow new revenue.

Workflow and Operational Services: Optimize the efficiency of your organization to eliminate waste and redundancy. Two of the most popular workflow services offerings are Workflow Assessments and Workflow Optimization. We also provide support and services to help you meet industry required standards and certifications.

Application Development Services: Develop skills and understanding in implementing, prospecting and selling high-value, high-margin applications such as Direct Mail and Trans Promo. Capitalize on the industry's high-growth, high-profit applications. We can help you identify the right applications for your business to pursue, and support you every step of the way.

The options are virtually endless. Determining where you need support to grow and getting you the access to the right consultants is where we bring our expertise. Get yourself on the right track for growth. Strategy Calls with our team of experts are free and allow you to explore where your potential growth lies.



GETTING STARTED IS SIMPLE

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.

Xerox validates the success of the engagement delivery.

Business Development Consultant Network and Offerings

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 with digital printing.

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.

WE WILL TAILOR A CUSTOMIZED SERVICE JUST FOR YOU.

Choose from the following topic areas:

Sales and Marketing

- Developing a Digital Marketing Plan
- Developing a Digital 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
- TransPromo
- Direct Mail
- Cross Media and Personalization

Workflow and Operational

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



RESULTS ENABLED THROUGH OUR CONSULTANT NETWORK:

- Expanded capabilities and services
- Increased revenues and profit margins
- Winning new clients and new applications
- Improved workflows
- High-Performing sales teams

From a Business Development perspective, Xerox offers different programs you can leverage to assist you in growing your digital business: Business Development Consulting Services and Xerox® ProfitAccelerator® Digital Business Resources. Take advantage of these to grow revenues and profits.

PROFITACCELERATOR DIGITAL BUSINESS RESOURCES

A collection of over 100 tools and resources, this option is designed to help you get started on a path to profitability. An exclusive benefit of being a Xerox production customer, you get immediate access to XeroxDigitalHotSpot.com, an extensive library of business-building resources.

Why join?

- Make better informed strategic business decisions and reduce risk.
- Boost the effectiveness of marketing and selling the value of digital print and services.
- Maximize the efficiency of operations staff producing digital pages.

Whether you are a dedicated digital printing shop or using digital to complement core offset services, ProfitAccelerator resources will help you maximize your digital printing equipment investment. ProfitAccelerator tools put the power of Xerox experience and expertise to work for your business.

Contact your sales representative to learn more about Xerox® Business Development Consulting Services. 1-800-ASK-XEROX

Customer Business Development Services

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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.

— **William R. Smith**
Director of Sales/Business Development

