

# Business Development Consulting Services

Xerox® Business Development Consulting Services helps you extend your staff and expertise as you take on new challenges and chart your course for digital business growth. We deliver affordable, professional consulting services through a network of industry-experienced experts. Read about our successful Business Development Consulting Services engagements. Grow your revenue and profits. We can help.

## ZODIAC PRINTERACTIVE – INTEGRATED METHODS GROUP

“Zodiac Printeractive helps businesses develop and communicate their brands, images and messages. We do this through our strong internal creative agency and top-notch digital production capabilities. We knew that effectively incorporating new products and services into our offerings would require training our staff on how to sell, as well as educating customers about our capabilities. Through Xerox, Karen Keenan from IMG encouraged us to develop unique communications for each target market to show what makes us different from our competitors, and outlined strategies and tactics for targeting specific verticals. Everything IMG provided to us, from whitepapers to in-person workshops, was very helpful. IMG even helped us rebrand our company. Zodiac Printeractive is now more than just a printing company; we also design a customized digital strategy for our customers, in addition to traditional print. With the help of the Xerox Business Development Program and IMG, we have integrated our business to combine creative and print capabilities to produce personalized direct mail and cross-media solutions that achieve higher rates of success for our clients.”

**Thomas Zabroski, President of Zodiac Printeractive**

## LA VISTA HIGH SCHOOL – INTELLECTIVE SOLUTIONS

“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**



## SEACHANGE – KEYPOINT INTELLIGENCE | INFOTRENDS

“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 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

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

Trans-Promo  
 Direct Mail  
 Cross Media and Personalization

### Workflow & Operational

Lean Production and Design  
 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: DISCOVERY

- The Xerox team hosts a Discovery Call with you and our consultant to understand your goals and challenges. Together, we identify and prioritize areas for focus.

### STEP 2: DEVELOPMENT

- We write a Statement of Work for the recommended services, and you review and validate recommendations.

### STEP 3: DELIVERY

- We agree to a project timeline and our consultant begins your consulting engagement. Xerox validates the success and acceptance of the engagement delivery.

Learn more at [xerox.com/driveprofit](http://xerox.com/driveprofit)  
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