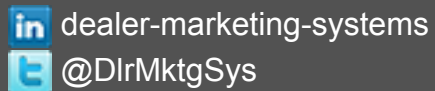




TRANSITIONING YOUR IMAGE

Darrell Amy
Dealer Marketing



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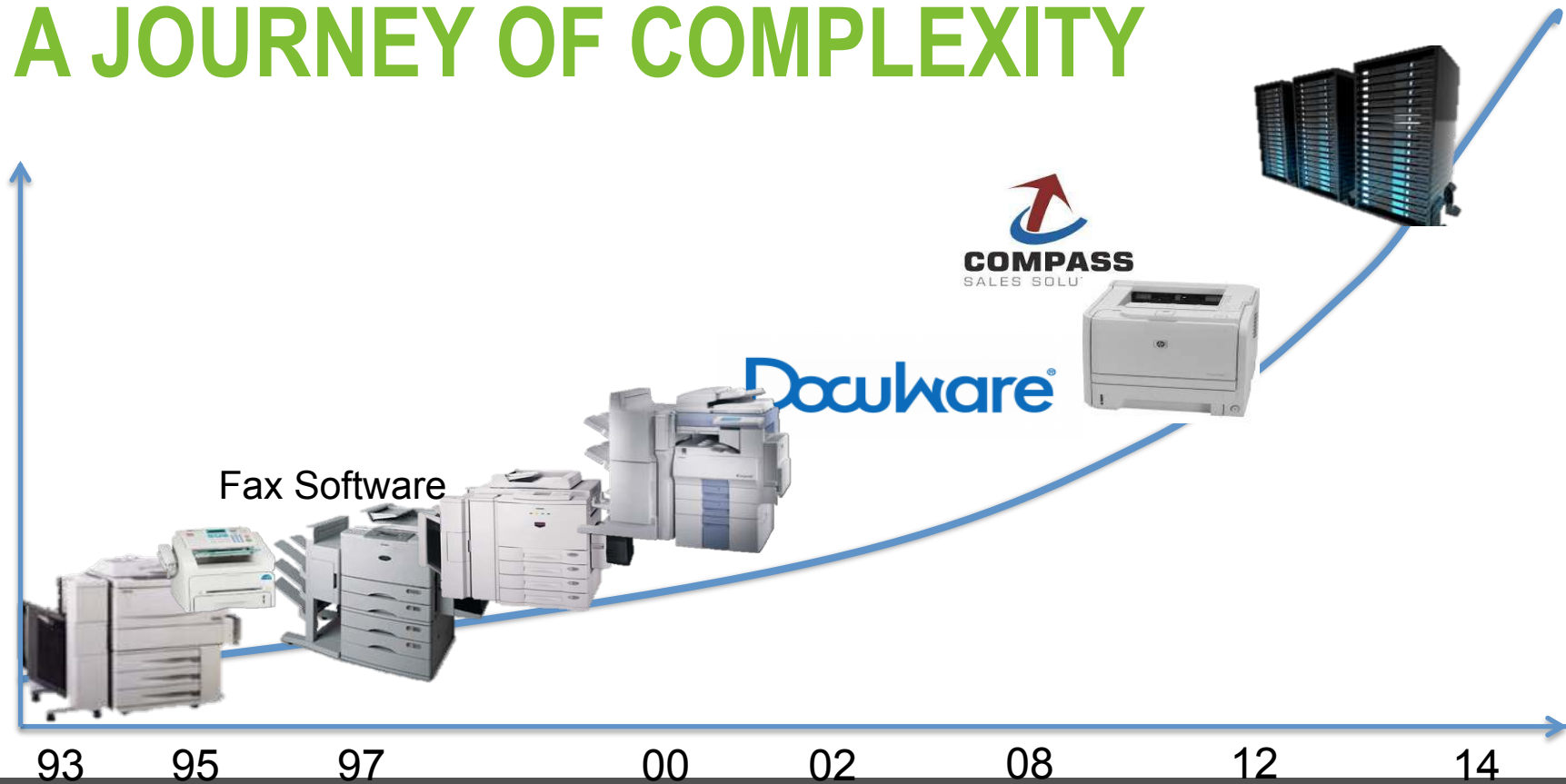
CHALLENGE

- How do you successfully reposition a copier dealership as a credible source of I.T. services and workflow solutions?

TODAY'S GOALS

1. Develop your own marketing message that integrates copiers, managed services and solutions
2. Position your dealership as a team of I.T. experts
3. Build a content marketing strategy to communicate your managed services value proposition to your market

A JOURNEY OF COMPLEXITY



THE PARADOX OF COMPLEXITY



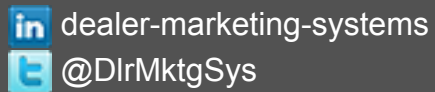


THE PARADOX OF COMPLEXITY



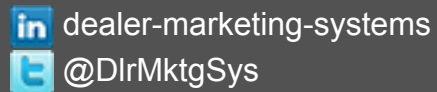


WHAT BUSINESS ARE YOU IN?



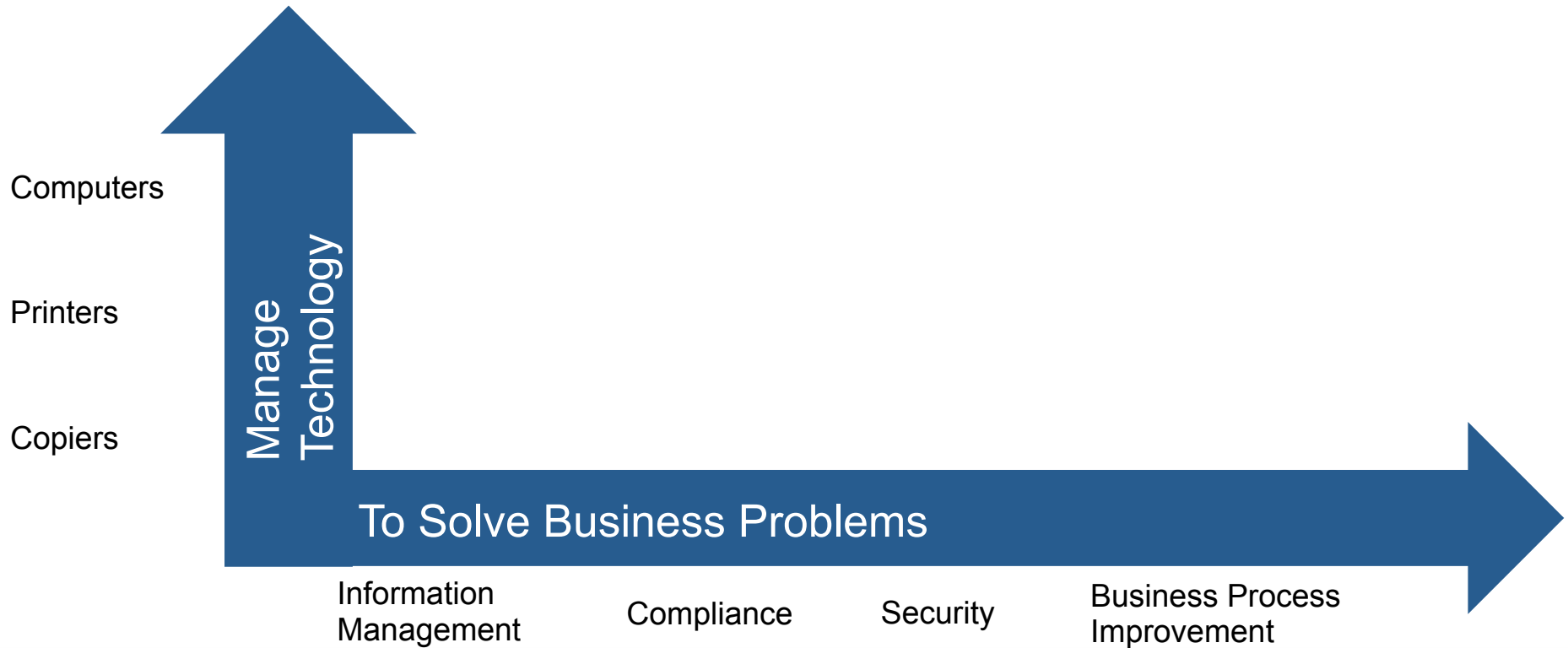
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THE AWAKENING

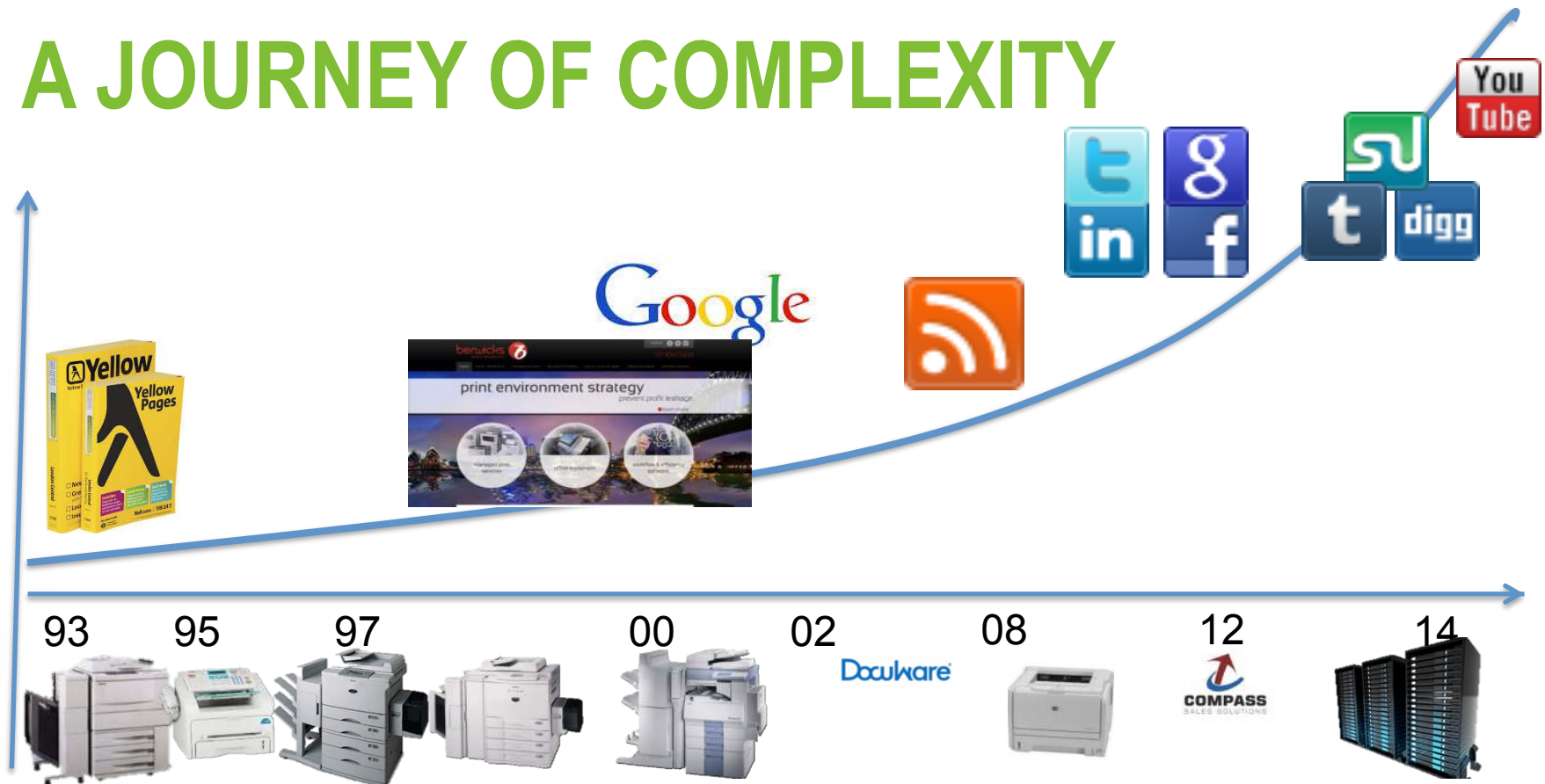


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WHAT BUSINESS ARE YOU IN?



A JOURNEY OF COMPLEXITY



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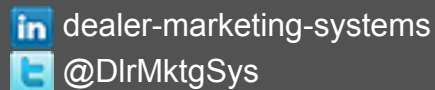
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WHAT IS MARKETING?

- Getting prospects to...
Know, Like and Trust you
- So they will...
Try, Buy, Repeat and Refer



Courtesy of John Jantsch, Duct Tape Marketing



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HOW DOES YOUR MARKET SEE YOU?

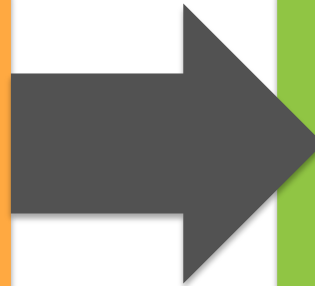
- Copier dealership?
- Business Technology Integration and Service Experts?
- Solutions Experts (Problem Solvers?)



HOW DO YOU CHANGE YOUR POSITION IN THE MARKET?

IT STARTS WITH A HEART OF SERVICE

You provide
outstanding service
for copiers and
printers.



You provide
outstanding service
for all of a business'
technology.

THINK FROM YOUR CLIENTS' PERSPECTIVE

- Do they see their computer network and their printers as separate things?
- Do they see print management and network management as separate?



Service-centered tag line

CUSTOMER LOGIN [f](#) [t](#) [in](#)

Knight
office solutions

San Antonio: 210.340.8909
Austin: 512.617.7080
Toll Free: 800.330.8722

managing technology
building trust

Home Who We Are What We Do How You Benefit Contact Us

NETWORK RELIABILITY

Leverage the latest technologies to increase productivity and lower costs.

LEARN MORE

Copy, Print & Scan Solutions Document Management Managed IT & Cloud Services

LEARN MORE • LEARN MORE • LEARN MORE •

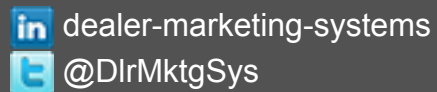
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Total Satisfaction
Guarantee



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Upgrading your Office Equipment
Document Management and your
Business
Choosing the Correct Managed IT
Services
Save Money with Managed Print
Services

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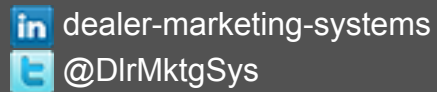
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MPS Login



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THE EPITOME OF OFFICE PRINTING TECHNOLOGY

MFP Systems make browsing and
printing your documents easier
than ever!

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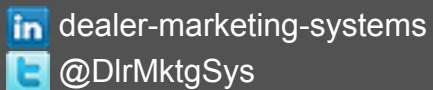
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A TRUE STRATEGIC PARTNERSHIP

Managing your IT infrastructure can be difficult. We're here to ensure you can focus on your business and not your IT issues.

[learn more](#) ▶



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REACH FOR THE CLOUD!


Cloud storage gives you peace of mind that your documents are secure and always accessible right when you need them!

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Duplicator Sales & Service, Inc.



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Monthly Planner


Welcome to
DUPLICATOR SALES & SERVICE, INC

We are a family owned business started in May of 1959. Our business was established to provide office equipment, service and supplies to the Louisville, Lexington, Elizabethtown and Southern Indiana marketing areas.


SERVICE SUPPORT



For Service on your Copier, Fax, Printer, Scanner, Wide-Format or Shredder, contact our Service Department.

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FAST TRACK COPY SERVICES



Whatever your printing requirements are for your business, let Fast Track provide your company with professional quality documents.

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Duplicator Sales and Service will effectively provide the hardware, software and support your business needs to deliver a unified solution for ...

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DUPLICATOR SALES & SERVICE FAMILY OWNED SINCE 1959

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Looking for ways to enhance productivity and reduce costs?
 Look no further than Managed Services from Duplicator Sales!



Advanced Integration

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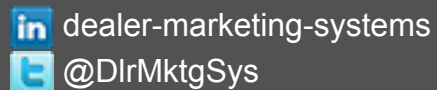
LOOK LIKE A TECHNOLOGY COMPANY

A banner for Data Backup & Disaster Recovery. It features a hand holding a glowing cloud icon with lines radiating from it, set against a background of a city skyline at night. The text 'Data Backup & Disaster Recovery' is in a blue, sans-serif font. Below it, a white box contains the text: 'Don't let a disaster decimate your data! We ensure your information is always taken care of, even when the unthinkable happens.' In the bottom right corner, there is a 'LEARN MORE' link with a right-pointing arrow.

Data Backup & Disaster Recovery

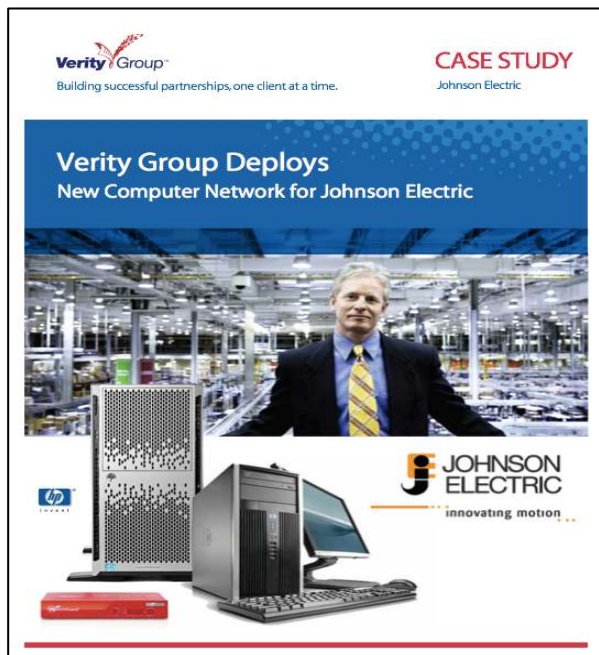
Don't let a disaster decimate your data! We ensure your information is always taken care of, even when the unthinkable happens.

LEARN MORE ▶



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BUILD CREDIBILITY WITH CASE STUDIES



The Challenge

New Computer Network

"Our computer network was simply antiquated," remembers Ginger Bain, the company's controller. "It was getting harder and harder to get anything done."

BUILD CREDIBILITY WITH CASE STUDIES



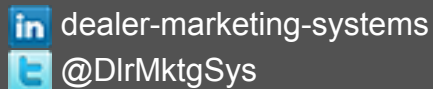
Brevard Alzheimer's Foundation Trusts Atlantic Business Systems for I.T. Support



The Brevard Alzheimer's Foundation provides important services to Alzheimer's patients in the local community. Their noble mission is to provide quality community and facility based services to frail adults and caregivers. The non-profit organization operates three adult day care facilities, provides transportation services, delivers in home care, performs case management and conducts caregiver training.

Solution: STAR Managed I.T. Services and Printer Management Program

Marchello called in the team from Atlantic Business Systems' STAR Managed I.T. Services program to help manage his network. The STAR program provides information technology support services on a monthly cost-per-server and desktop basis, providing the benefits of a full I.T. department.



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**HOW DO YOU GET YOUR CLIENTS TO
SEE YOU AS A TECHNOLOGY SERVICE
PROVIDER FOR ALL OF THEIR
TECHNOLOGY?**

IT STARTS WITH A HEART OF SERVICE

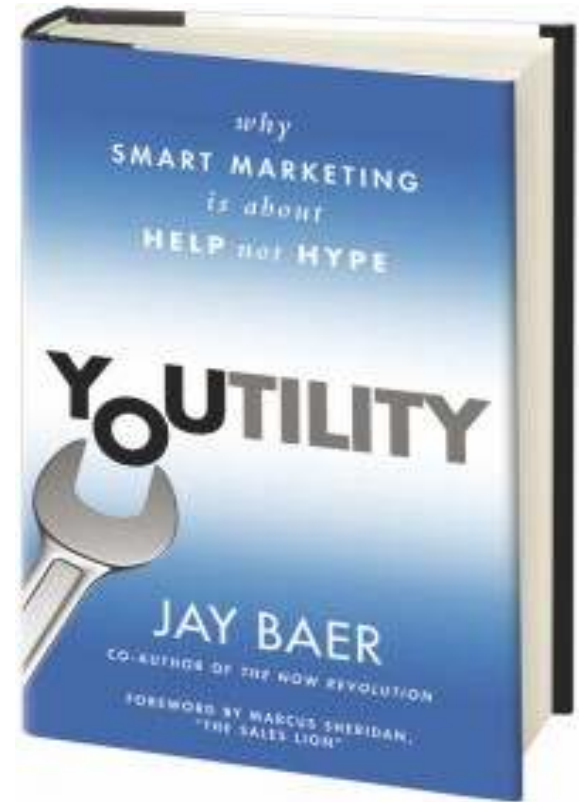
You provide
outstanding service
to your current
clients.



How can you serve
your future clients?



WHAT QUESTIONS DO YOUR PROSPECTS HAVE?



“If you sell something you get a customer today.

If you help somebody you get a client for life.”

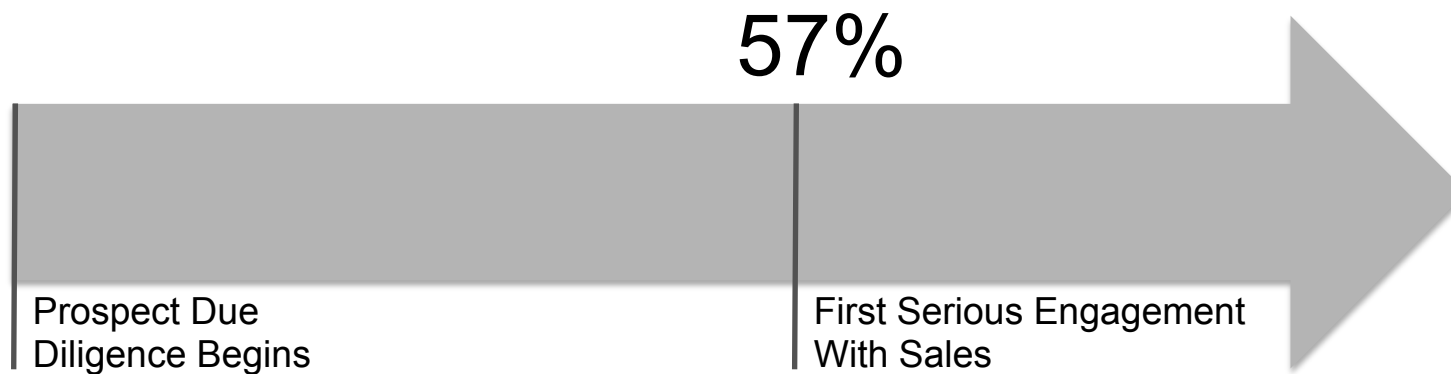
Jay Baer

THE EVOLVING BUYING PROCESS

- Buyers are 60% of the way through the buying process by the time they contact a sales rep.

Google and CEB,
[*The Digital Evolution in B2B Marketing*](#)

THE EVOLVING BUYING PROCESS



n = 1,400 Business Owners
Harvard Business Review, June 2011

CONTENT MARKETING

- Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to acquire customers.

Courtesy of the Content Marketing Institute



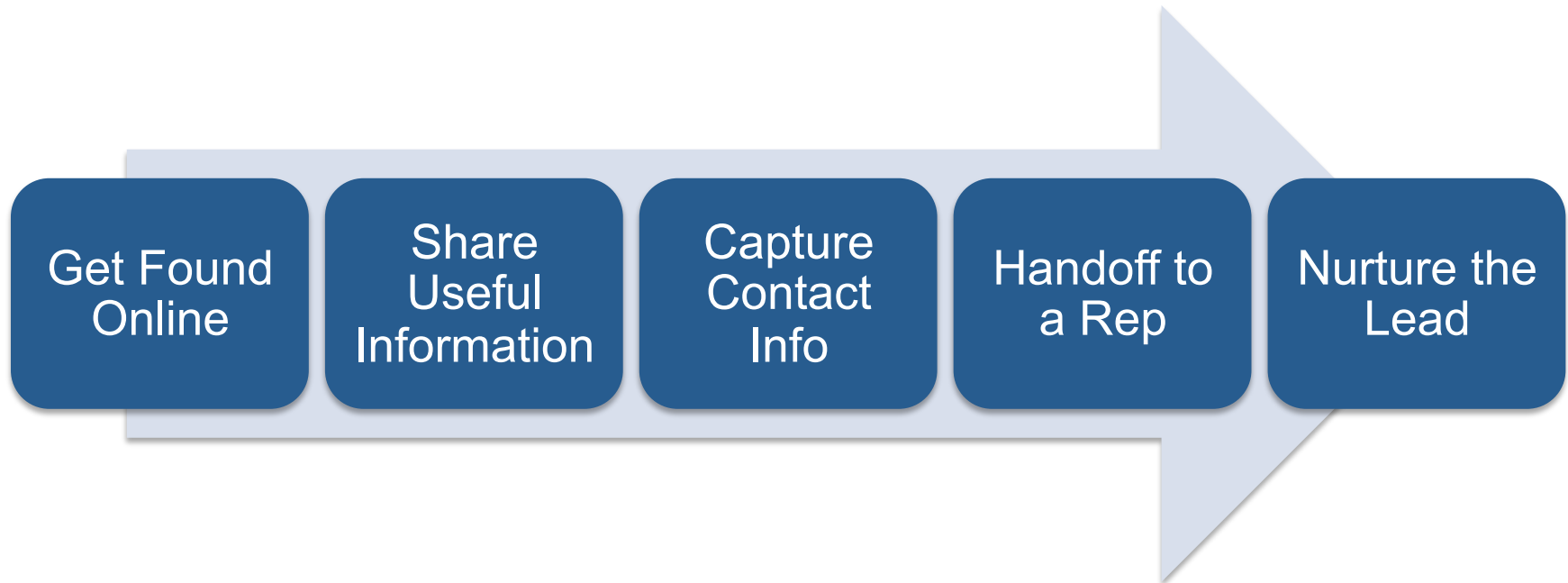
CONTENT MARKETING

- Content marketing is focused **not on selling**, but on communicating helpful information with customers and prospects.
- The idea is to inspire business and loyalty from buyers by consistently delivering valuable information.

CONTENT MARKETING

- This information can be presented in a variety of formats, including:
 - blog articles
 - videos
 - white papers
 - e-books
 - infographics
 - case studies
 - how-to guides
 - buyer's guides
 - question and answer

BUILDING YOUR MARKETING STRATEGY



GET FOUND ONLINE



**CORRECTLY CONFIGURED
WEBSITE**
(MOBILE, META DATA, GOOGLE+)

**REGULARLY
UPDATED
CONTENT**

**ACTIVE SOCIAL
MEDIA PRESENCE**

SHARE USEFUL INFORMATION

- What content would be useful to your prospective clients?

The Benefits of Cloud Storage

Submitted by Anonymous (not verified) on Tue, 08/20/2013 - 16:08

As a business owner, you have no doubt heard of cloud computing or storing information using cloud computing. As technology continues to advance, so does the way we store and process information. Cloud computing just happens to be one of the more recent forms of storing data and storing it securely. Since we're always looking for the next big thing, cloud computing offers advantages to business owners that previous versions of storage isn't capable of.

[Read more](#)

SHARE USEFUL INFORMATION

- Shared in as many places as possible
 - Website
 - Company Social
 - Sales Reps' Social



Tweets

-  **ASI Business** @ASIBusiness 21h
Proper preventative maintenance is the key to a healthy fleet of copiers and printers.
[Expand](#)
-  **ASI Business** @ASIBusiness 16 Aug
Commercial base Pricing Unmasked! A Quick Guide to Reducing USPS Shipping Costs (via @FP_USA) [ow.ly/nvsA4](#)
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Partnering with ASI gives you access to knowledgeable professionals and world-class products!
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HP Protect 2013 Keynote Speakers to Discuss How to Win the Security Cyberwar: [ow.ly/nvstn](#)
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CAPTURE CONTACT INFO

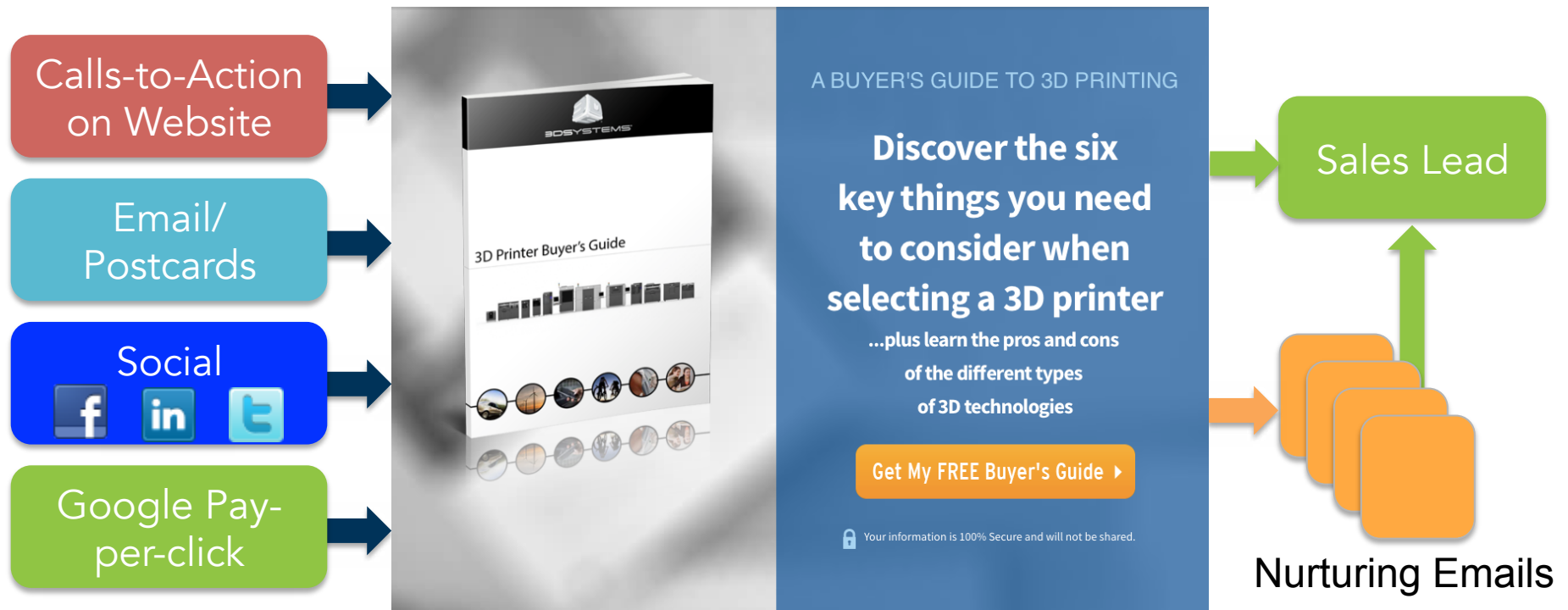
- Offer something of value
- Make sure there is a clear call to action



STRATEGY



LANDING PAGES & LEAD NURTURING



WHAT CAN YOU DO?

1. Build your message around your core strength: service
 - Outstanding service for all of your technology
2. Extend “service” into your marketing
 - Serve your prospects by sharing helpful information
3. Build a lead capture and nurturing strategy