



Divide the Task, Multiply the Success

MPS- IT'S CHANGING, ARE YOU?

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MPS Definition

‘MPS is a service designed to drive efficiencies and minimize the costs associated with printing and imaging.’

“Share of Wallet”

“Own the Network”

“Vehicle to sell more Boxes”



Success from the Inside

Sales Process:

- General Reps introducing MPS to their client base (low hanging fruit)
- Major account reps calling on your “long term” larger customers (what is the level of confidence they have in your program?)
- Customer Care Reps, scouting out opportunities during their account visits (are they trained?)
- Specialists (do they have the support of the sales staff as they call into their account base?)



Sales Process

- C-Level- We all hear it. Do we believe it and if not, why?
- Value Propositions to fit your audience. If nothing else, write one! It's your roadmap.
- Quarterly Business Reviews (QBR) - Do them! Let them be your guide, let them be your differentiator. They are on most proposals as a deliverable, not many companies do them.
- Are you prepared to capitalize on any process improvement areas you find?



Sales Process cont.

- Assessment-Automated? What does this mean to your dealership? DCS, Mapping, End-user software, proposal tools.
- Walk thru's- how are they done AND who does them? Some will do them to gather meters,(low level information) others to view work flow, talk to key users, identify gaps in the processes to see how they will be able to impact those areas.
- Should be building blocks to a proposal. Should not be your proposal.



Compensation

- Compensation is the single biggest inhibitor to a successful MPS Program.
- Is your compensation consistent with your goals for MPS?
- Are all levels of the organization incented to drive success in MPS?
- Are your compensation plans consistent with your corporate goals and your mission statement?



Compensation

- Ask yourself, Is your dealership positioned to sell MPS or present MPS? You'll have an idea if the compensation is set correctly.
- Is the sales cycle taken into account when writing your comp plan for MPS?
- Is it an added "spiff" if you get an MPS deal?
- Will it drive you to do a proper assessment and differentiate yourself from your competitors?
- Proper compensation ensures your differentiators add value.



New MPS

- Forecasts for equipment and pages down through 2018
- Forecasts for Document Management (paperless) up in the same period
- 3D printing
- Digital Signage
- Workflow
- Business Process Optimization (BPO)
- Lifecycle Management



New MPS

- BYOD- Strategy is often lacking
- Mobility- How are they looking at security?
- Internet of things- Understand its value to the business on a whole, what and how will it be used?
- Big Data- Think in terms of what it can do for them. Working through risk, more accuracy for forecasting, better able to understand trends.
- Cloud- Security, many options, think in terms of strategic plan for the use of cloud technology.



New MPS

The Key to the “new” Managed Print Services will be the ability to **MANAGE** the output.

- Onramps
- The workflow
- The end user behavior
- Where the documents go and how they get there and why.
- Print strategy- What's next generation

None of this is transactional, it's all driven by value to the customer. Key take away is you need to understand your audience for this level of interaction. This is where dealers will drive additional equipment sales and create recurring revenue streams. Tools that answer needs is the value. Uncovering the need is the key.



Sales Challenges

Sales Rep

- Know that you will be “fact checked”
 - Social Media (i.e. Linked In, etc.)

Dealer

- Website
- Twitter, YouTube, FaceBook



Sales Challenge

The Value Proposition: Often overlooked or taken for granted.

If you can't say it; they can't see it.

This stage takes time to develop and commitment. This is key to getting and staying engaged at the executive level.



Value Statement to Connect

“We assist our customers by bringing visibility to, and proactive management of the print related expenses. This level of expense management is done through our process of understanding workflow and the technology used to decrease those expenses and increase employee productivity.”



Engage and Connect

- Know what has your decision makers interest. Understand their work challenges.
- Build a business case for change by asking questions, what we do has no bearing YET! We can't sell something to someone who doesn't realize they have a problem. (takes patience)
- Understand adoption rates to change. From there build your roadmap for change, your process to ease the natural "pain" the organization will have to manage through.
- Ensure your customer understands the value your solution brings to them, don't let them "connect the dots".



Engage and Connect

Once we've connected we are in position to have more control of the sales cycle.

- Communicate at every level. Consistent updates keep you relevant and keeps the process moving. (sample emails)
- Removes opportunity to move onto something else.
- Allows for accountability on both sides.
- Gives you the upfront opportunity to calendarize all events in your sales cycle with "end dates" for each process up to and including the consensus and proposal meetings.



Gen Y and Millennials

- Socially connected- many fronts
- Live and operate in a 140 character world
- Will do their research
- Understand Value based on THEIR line of sight.
- Need to experience results, not very patient.
Could work to your "selling" advantage.



Strategic Plan

- Know yourself and your competitors.
- Conduct a SWOT, find your gaps.
- Prepare your Value Proposition and commit to it.
- Look at your pricing options, i.e. Price per seat model
- Detail your Sales Process and understand your Sales Cycle.
- Look at education and training opportunities for your staff.
- Detail your communication plan- webinars, lunch-and-learns, blog posts, Twitter, FaceBook, etc.
- Commit it to writing and include all departments.



As with anything worthwhile, this will take a plan and commitment to succeed.

Wishing is not a strategy!



Thank You

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