

MPS Mistakes Most Make



The MPS sales process is treated just like a hardware sale

- accustomed to fairly quick sales cycles
- approach the MPS sale as a hardware sale
- expect to close the deal relatively quickly
- an MPS sales cycle can last for months



MPS requires a consultative sales approach that should be driven by an MPS specialist

- The MPS specialist uncover customer pain points beyond just cost savings
- an MPS solution needs to provide added values
- such as improved technologies and processes
- make customers more productive and cost efficient



Poor, non-scripted value propositions are delivered

- MPS specialist has a compelling story
- reduce costs and improve efficiencies
- differentiate your MPS offering
- helped other companies eliminate unnecessary printing
- set-up an appointment to conduct a print assessment

Current Costs are not gathered, analyzed and properly presented to the prospective customer

- need to request all current printing invoices
- ask for invoices for supplies, service, equipment
- consider hidden costs like the number of invoices processed each month
- put together a complete picture of their true cost of printing
- provide the true costs and present it to your customer in black and white

Dealers lead with hardware when presenting an MPS solution

- MPS is a service strategy aimed at reducing costs and improving efficiencies.
- many times there is no need to put in new equipment
- use re-deployment or remanufactured equipment
- by saving your customer additional capital outlays, you gain your customer's trust
- they will view you as a partner in managing their printer environment
- sometimes it is appropriate to bundle equipment into your MPS proposals and present it as a technology refresh

Failure to Conduct Quarterly Business Reviews (QBR)

- many dealers turn the entire account over to service and never really engage
- *expand your share of wallet in the account, your MPS specialist must stay engaged with the customer.* He/she needs to continually look for ways
- your MPS specialists need to conduct Quarter Business Reviews with every MPS customer
- show the customer how you have optimized their print environment
- how much money have you saved them
- if you don't point out exactly how successful your MPS solution is, your customer will not truly know the benefits of working with you.



The second goal of the QBR is to identify additional areas where you can save your customer more money

- improvements may involve additional equipment, a refresh of equipment or possibly additional copies in the contract
- removing a few devices from one OEM in exchange for [lower operating cost machines](#)
- standardizing the print fleet with one manufacturer's machines can reduce skus and parts needed for repairs
- failure to conduct QBR's will result in lost revenues.



Supply inventory is not managed for MPS

- shipping cartridges to your customers' inventory stock room
- monitor that inventory and take counts of all supplies each week
- replenish toner supplies as toner is removed from inventory and match usage of toner to actual pages being recorded by your monitoring software
- the toner is changed out before it is empty, toner is deemed defective, or employee theft
- contracting with a supplier that offers supplies on a [cost per image basis](#) is one way to mitigate this problem. You would then pay for actual pages used and eliminate the inventory pitfall.

Using high cost companies to provide break fix services on local and national levels

- service is the most important element of a successful MPS engagement
- too much downtime can cause you to lose the contract
- multiple hours billed for a service job can make the contract unprofitable
- must be able to service your customers' printers no matter where they are located



Website is not optimized for MPS

- does your website clearly show that you are an MPS expert
- does it mostly contain pages showing the different types of office equipment
- your home page should clearly state that you are not only an MPS provider, but also an MPS expert who has helped countless other companies streamline their printing while saving them money.
- it is essential that the content on your new and improved website not only explain the benefits of your MPS offering, but it must also contain the best MPS "keywords" that search engines will locate



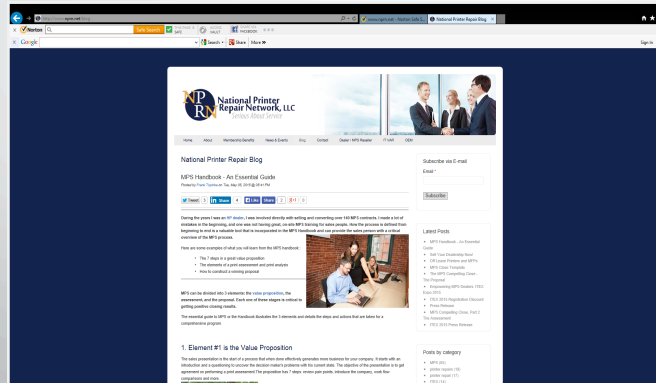
Blogging

Best practices

- What is a business blog?



A blog is a place to regularly publish and promote content.



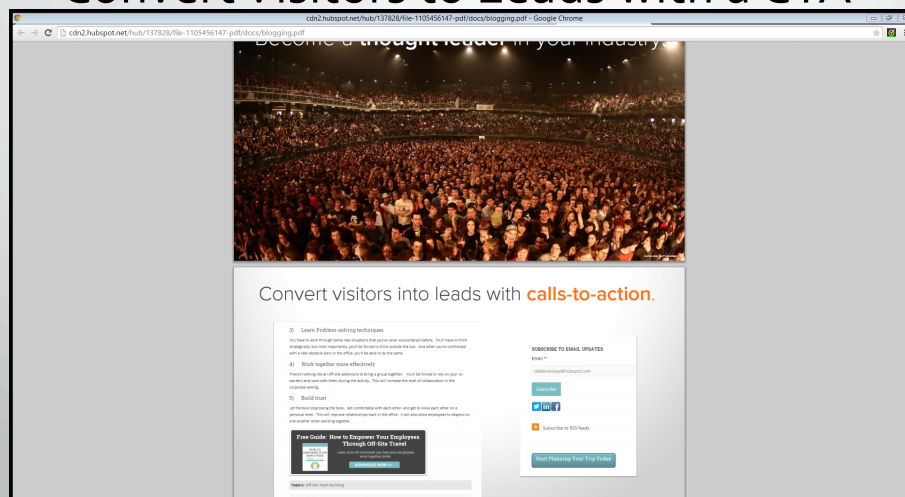
Inbound Methodology



A blog helps you attract new visitors and to convert those visitors into leads.

- As the number of blog posts increases, the search traffic increases.
- Each blog post is a distinct page online.
- The more pages you have, the more opportunities you have to get found in search engines, shared in social media, and linked by outside websites.

Convert Visitors to Leads with a CTA



How to Create a Business Blog

Blogging Best Practices

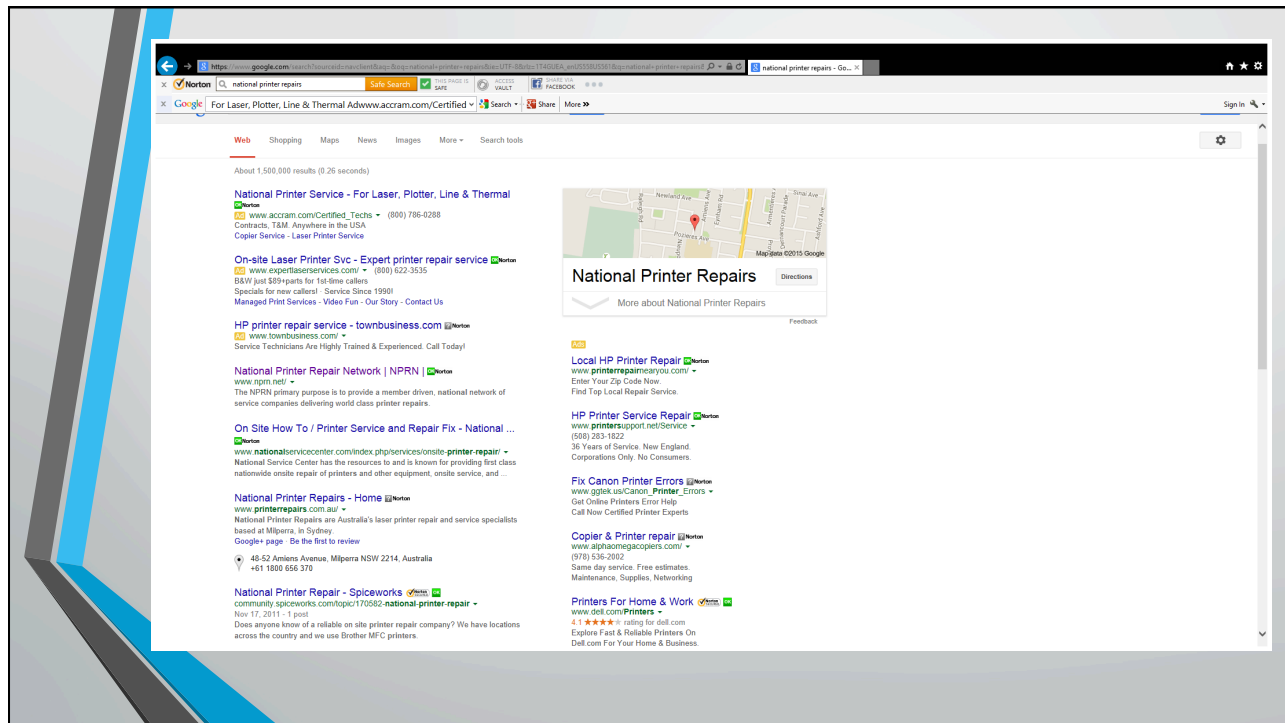
- ☐ Write unique, educational and compelling content
- ☐ Format blog for easy scan
- ☐ Optimize blog for search engines
- ☐ Use Calls-to-Action
- ☐ Promote blog through social media

☐ Write unique, educational and compelling content.

1. Write about your industry, not yourself!
2. Focus on one topic per blog post.
3. Don't cover too much.
4. Write consistently and frequently

☐ Format blog properly.

1. Write a clear title under 55 characters.
2. Include whitespace and images.
3. Use subheadings, numbers and bolding.
4. Include a meta description for each post.



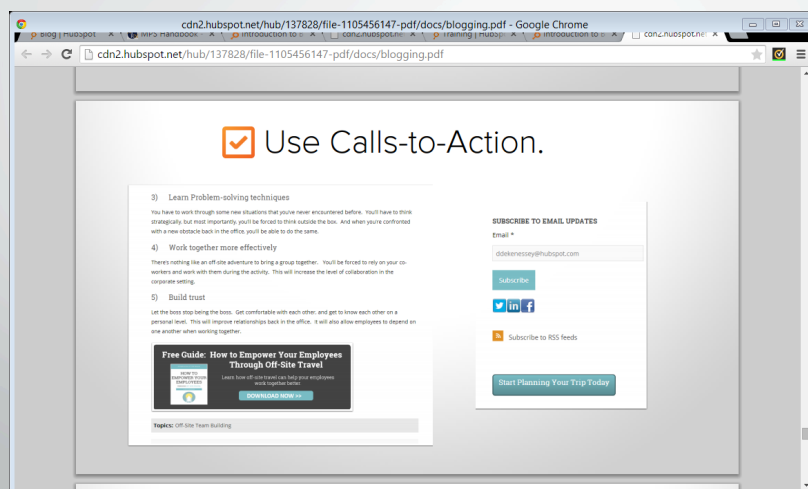
Keywords

- A keyword is a topic of business importance
- Words used for searches
- "Long-tail" key word, i.e.: national printer repairs, best Italian restaurant in Chicago

❑ Optimize blog for search engines

1. Pick one long-tail key word based on the topic.
2. Place the key word in the title, URL, image alt-tags and meta description.
3. Include anchor text.
4. Assign a topic for each post

❑ Use Calls-to-Action



❑ Promote blog through social media



Value Proposition

Elements of a sound MPS value proposition include:

- A review of typical pain points of managing the cost of printing
- An introduction to MPS and your company
- Work flow comparisons
- Cost comparison example

Value Proposition

- How printers are managed now – sets up prospect strategic objectives, i.e.: we need better visibility to print costs, and/or we want to use just one vendor.
- The benefits of MPS which sets up improvement expectations that are realized in the closing document.
- Next steps and implementation plan.

Assessment

Assessment steps:

- Install and/or deploy print monitoring software – get IT agreement .
- Perform a physical walk through.
- List all print devices: make, model, serial number and location.
- Record page counts.

Assessment

- Run a configuration page for each printer.
- Note areas where there are devices to consolidate – take pictures.
- Take pictures of supplies inventory.
- Interview end-users – record their responses to your open ended questions.

Analysis

Complete picture of prospect's document costs:

- Monthly costs, print volume, and cost per page
 - ✓ Copiers
 - ✓ Mono and color
 - ✓ Ink jet printers
 - ✓ Fax machines
 - ✓ Fax phone lines
 - ✓ Summary of costs by printer type

Analysis

- Document the current situation
 - ✓ Number of printers by type
 - ✓ How device purchases are decided
 - ✓ How many vendors used for purchases
 - ✓ Number of invoices paid each month
- Document the current service request flow
 - ✓ Plan vs. reality

Analysis

- Document the current toner acquisition process
 - ✓ Plan vs. reality
- Record interview questions
- Gather pictures to tell a story
- Consolidation options
- Inventory room –skus: quantity, no current printer, outdated toners,

Close Process

Utilizing all the information and data gathered from

- the value proposition,
- walk-thru,
- data analysis and
- strategy session,

you will be ready to formulate a compelling story to get a positive decision.

Close Document

The Cover Page

- Place prospect's and your company's logo
- Names of presenter and decision maker
- Title – Print Technology Analysis and Proposal

Close Document

Company's Objectives –

Repeat what company executives told you they want, for example:

- ✓ "Want to know the true costs to print"
- ✓ "Standardize ordering process"
- ✓ "One vendor for all equipment"
- ✓ And more

Close Document

Your Analysis Process –

- How you did the analysis work, i.e.:
- Inventoried all devices in location(s).
- Gathered make, model, serial number, location and meter reading.
- Listed number of paper trays and their sizes

Close

Current Cost Summary

- Spreadsheet format.
- Compare monthly cost, print volume and cost per page (CPP) for each type of machine – monochrome, color, fax, copiers. Etc.
- Total the monthly volumes

Current State

- Total devices in all locations.
- Purchasing process.
- Number of vendors.
- Number of invoices.

Close

Service reporting system

- How printer service is done.
- How toner is ordered.

Interview question and answers

Improvement Options

- Consolidation possibilities – use pictures.
- Establish printer reporting system.
- Balanced deployment plan.
- Eliminate multiple vendors and invoices – one throat to

Proposal

Proposal

- Base line monthly page volumes for mono and color
- CPP for baseline monthly page volume and overage charge
- MPS Program Pricing – 36 months (or 60 months)
- Current monthly cost vs Proposed monthly cost
- Plan savings per month
- Total savings for 3 years

Proposal

MPS plan includes

- All parts and service calls included
- Monthly charges based on contract usage
- Parts and toner inventory
- **Proposal**
 - Monthly invoicing adjusted twice annually for actual usage
 - Quarterly business reviews
 - One call does it all
 - **Company Objectives**

Proposal

- **Implementation plan and schedule** – next steps and how interactions with staff will occur
- Customer service team
- Account management team

Agreement

Agreement

This is your signature page, which contains at least these items:

- Summary of deal
- Prices
- Overages
- Start date
- Signature lines for your company and the new client

Disclaimers

- ✓ How the change process will be managed can be added here.
- ✓ For example you may want to include a picture of your asset tag, a letter to employees about the change.
- ✓ How to order toner, and how to request service.

Value Prop & Close Templates

- Value Proposition – <http://www.nprn.net/the-mps-compelling-close-part-1>
- The Proposal Part - <http://www.nprn.net/the-compelling-close-part-3>