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DEALER STRATEGIES SUMMIT

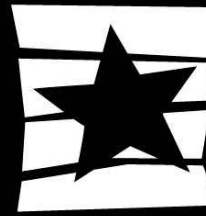
The DNA of The Managed Print Sales Person

BTA 2010 Dealer Strategies Summit

June 17, 2010



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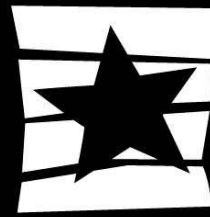
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Agenda

- Study Overview
- Benchmark Results
- Individual Results
- Assessment Techniques



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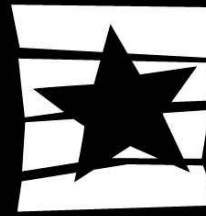
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Study Scope

- Managed Print Sales
 - Solely responsible for the sales process
- Stages 2 & 3 (Photizo Group)
 - 2: optimize and on-going management
 - 3: enhance and business process optimization



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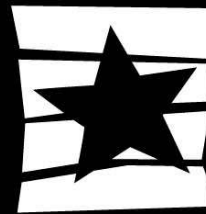
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Process

- Assessment Tool
 - Benchmark position
 - Survey successful and less successful sales reps
- Interviews
- Job shadow
- Feedback



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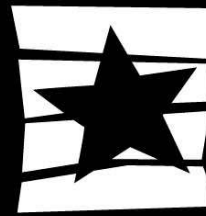
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Participants

- Turnkey MPS Providers
- Office Equipment Dealers
- Industry Experts



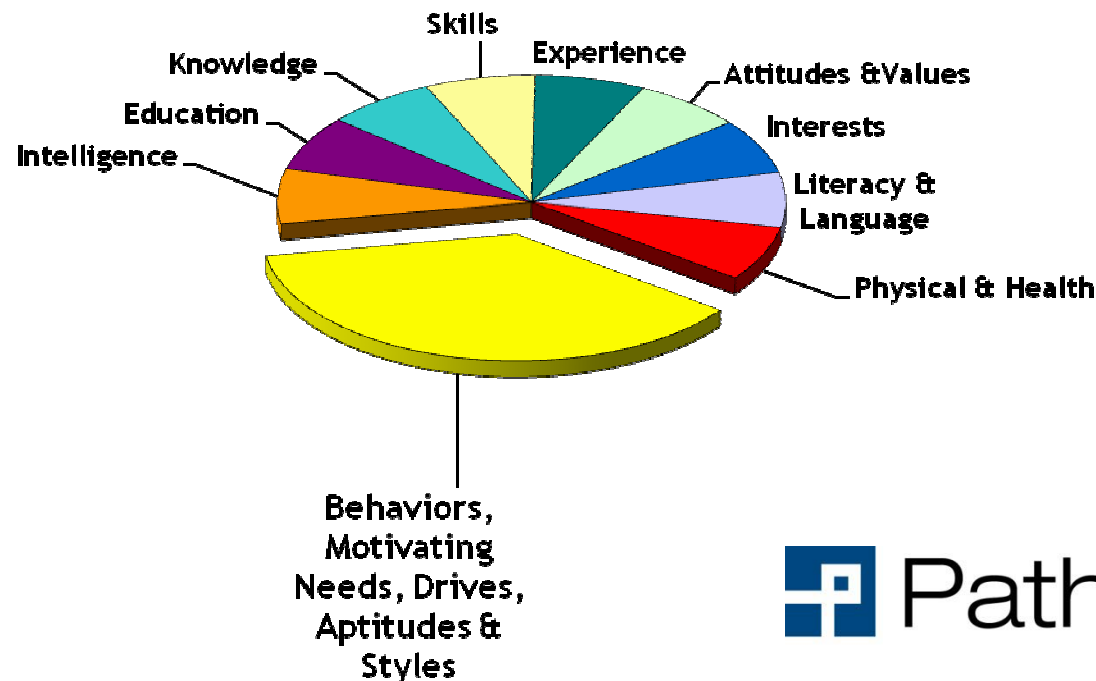
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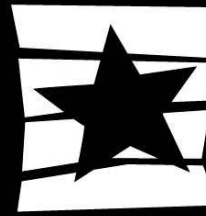
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Individual Potential: What We Studied



 **PathShare**SM
HR SERVICES

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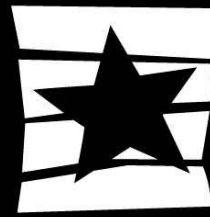
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Benchmark: Summary of Job

- Problem Solving
 - Probing
 - Knowledge
- Quick Decision Making
- Results Oriented
 - Focus
 - Commitment of Others



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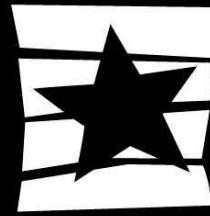
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Benchmark: Summary of Job

- Confident
 - More authoritative and technical than persuasive and relationship oriented
- Extroverted and Enthusiastic
 - Influences and stimulates others toward results
- Fast paced
 - Multi-tasking



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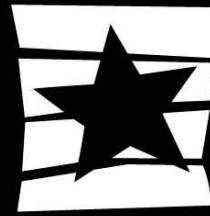
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Individual Results: Behaviors to Hire

- Confident, independent self-starter
 - Responds positively to challenge and pressure
 - Inspire confidence in others
- Competitive drive
- Reacts and adjusts quickly to changing conditions
 - Ability to stay focused



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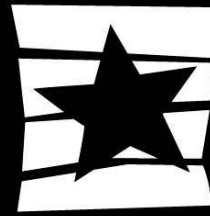
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Individual Results: Behaviors to Hire

- Problem solver
 - Comes up with practical ideas to solve problems
- Decisive
- Undertakes risks and assumes responsibility for them
- *Passionate*



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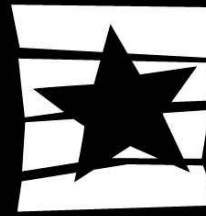
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Individual Results: Behaviors to Hire

- Sets high standards of achievement for self and others
- Ability to learn
 - quickly
 - thoroughly
- Sense of urgency
- Enjoys (needs!) variety



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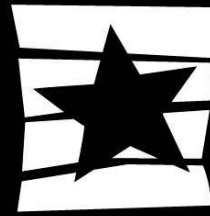
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Knowledge and Skills

- Key Influences
 - Who
 - How to Access
 - Common Needs
- Business Processes
- Document Workflow



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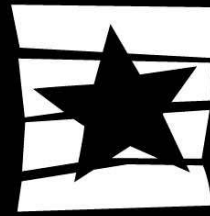
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Knowledge and Skills

- Printers and supplies
- How to capture data from devices
- Data analysis
- Spreadsheet utilization
- Listening



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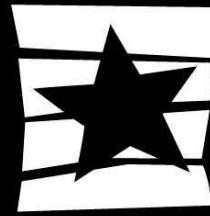
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Assessment Strategies

- Evidence of behaviors on resume
 - Results focus, quantifiable, data driven
- Assessment tool which measures behaviors



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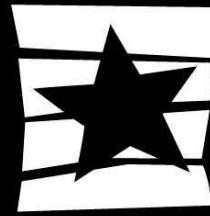
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Assessment Strategies

Behavior Based Interview

- Past performance is a predictor of future performance
- Ask candidate questions which require them to answer with stories from their past
- Determine whether they have the requisite attributes based on answers
- Answers should be top of mind and specific
- Listen carefully to answers
- Evaluate answers based on pre-established criteria

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Assessment Question

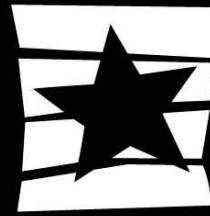
Example: Problem Solving

*“Tell us about a time when a customer had a complex need.
What was the need and how was the solution developed?”*

Criteria:

- Used probing and listening skills to understand problem
- Utilized available resources
- Took ownership for resolving
- Treated with a sense of urgency
- Customer was happy with solution

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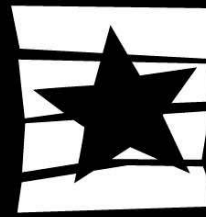
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What's Next?

- Hiring - develop recruiting and hiring guide
 - Finalize content
 - Test with companies
- Share results
 - BTA fall meeting



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