

Dealer Panel

Emerging Technologies — Impact on Sales & Service Operations

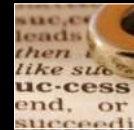
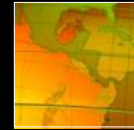


David Ramos

Director — Channel Strategy Service

March 18, 2016

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Agenda

1 Industry Trends

2 Our Panel

3 Sales, Service and
Diversification

4 Q & A

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THE WALL STREET JOURNAL.

September 1, 2015

U.S. Auto Sales Pace Accelerates

September 1, 2015

U.S. Construction Spending Hits a New Postrecession High

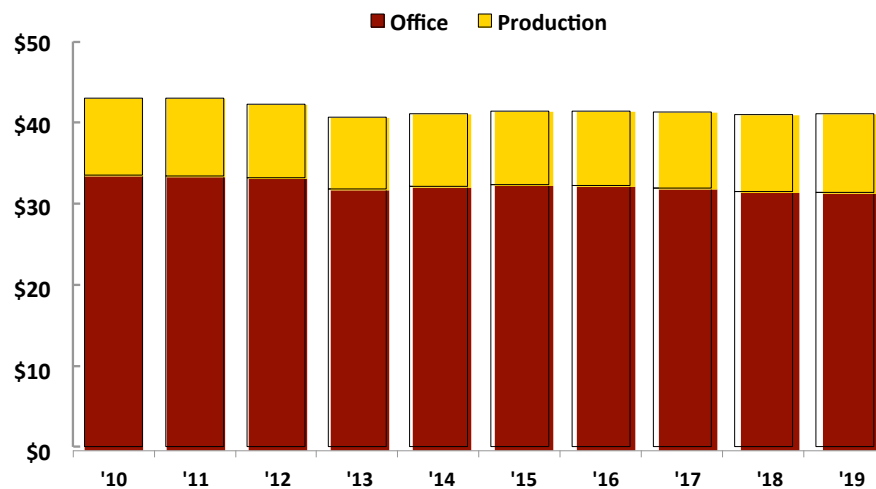
February 8, 2016

The Economy, Ever a Risk in Election Years, Is Good So Far

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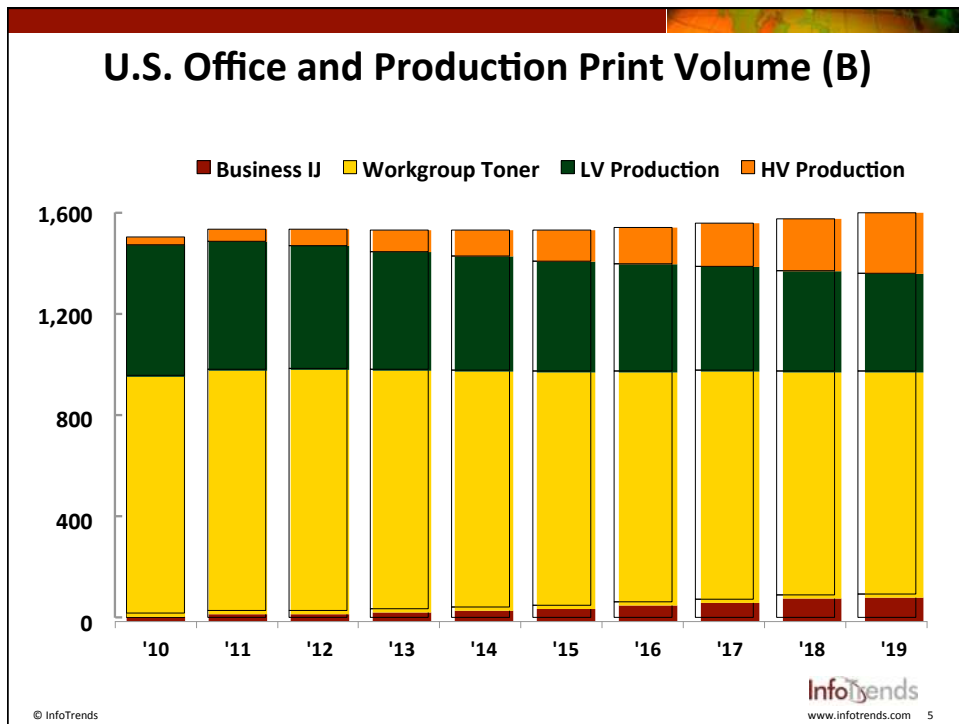
U.S. Office and Production Revenue – Equipment, Supplies & Service (\$B)



Includes printers, MFPs, roll fed and cut sheet HS printers

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Are You Ready?

THE WALL STREET JOURNAL.

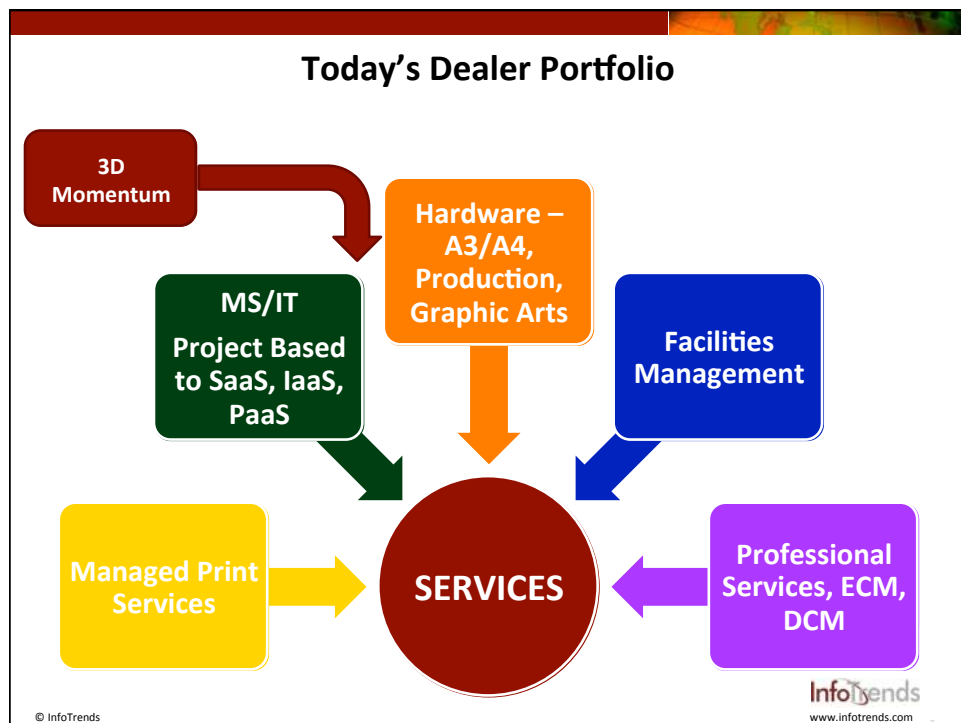
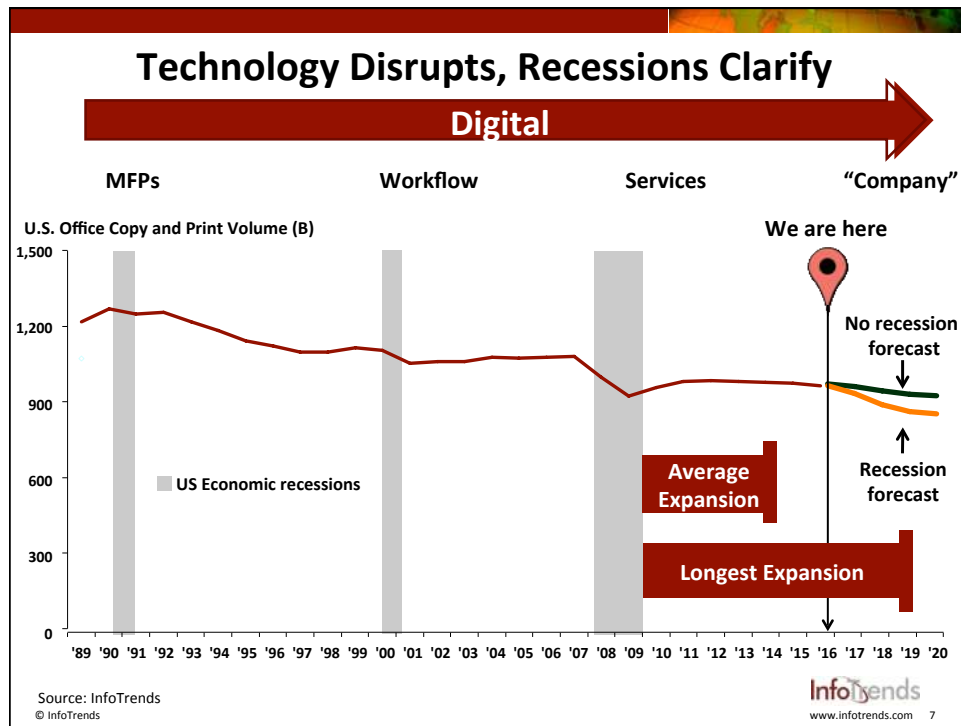
U.S. Lacks Ammo for Next Economic Crisis

Policy makers worry fiscal and monetary tools to battle a recession are in short supply
By [JON HILSENATH](#) and [NICK TIMIRAOS](#)
Aug. 17, 2015 10:37 p.m. ET

With the U.S. expansion entering its seventh year, policy makers are planning how to respond to the next downturn, which history shows is inevitable. The current expansion is **23 months** longer than the average since World War II, and none has lasted longer than a decade.

“The world economy is like an ocean liner without lifeboats,” economists at [HSBC Bank](#) wrote in a recent research note.

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Our Distinguished Panelists

- **David Lynch, EVP of Operations at Repeat Business Systems**
- **Chip Miceli, CEO of Des Plaines Office Equipment**
- **Doug Pitassi, President of Pacific Office Automation**

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And this guy...

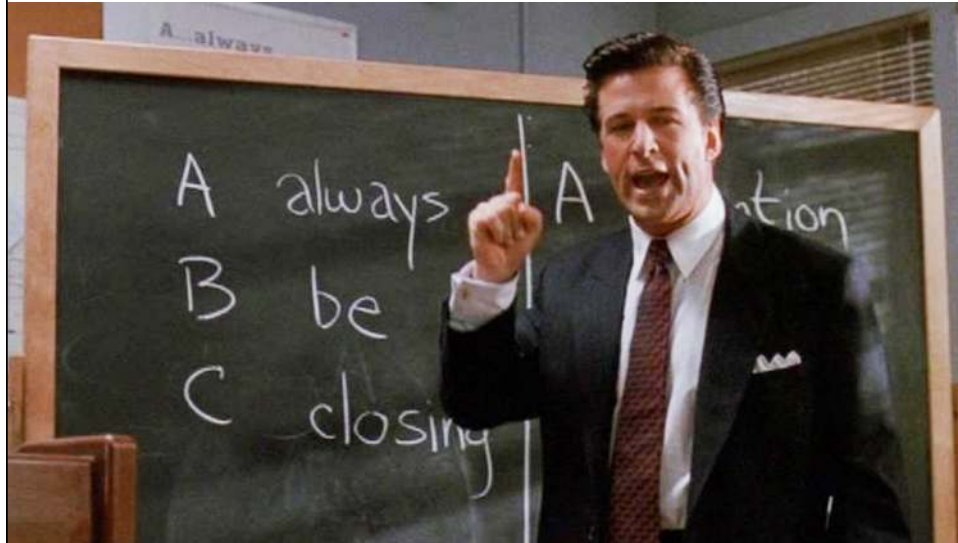
- **Ken Staubitz, Vice President of Client Services at Modern Office Methods**



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Always Be Closing!



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Source: Glengarry Glen Ross – New Line Cinema

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Sales

- What are the biggest challenges associated with managing sales professionals and driving revenue today?
- How does your company leverage data to drive sales?
- How do you set up a sales comp plan that drives results with so many widgets and services to sell today?
- What is a fair ramp-up time for sales new-hires?
- Are there any best practices in leveraging technology to help your sale people be more effective in the field?
- How are you leveraging technology to better engage customers and prospects today?

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Show Me the Money!!



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Source: Jerry Maguire – TriStar Pictures

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Service Operations

- **How should dealers best utilize technology to drive service operations today?**
 - Technicians
 - Administration
 - Logistics
- **Relative to benchmarks in service, does compensation really impact service technician behavior?**
 - If yes, how and why?
 - And if no, why not?
- **What role does service play in your sales efforts?**

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Which Way do I Go?



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Revenue Diversification

- **You're a small to mid-size dealer and you can only pick one option to invest in today, which one and why?**
 - 3D Printing
 - Managed Print Services
 - Managed IT Services

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