

# Preparing The Service Department For Future Opportunities

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## Lessons from History

- Typewriter dealers
  - Some missed the things happening
    - Wang and the word processors
    - IBM and the PC
    - HP and laser printers
  - Like driving the car with door open and watching the striped line. Everything is fine until it isn't

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## What is Happening Today

- Are you driving looking at the white line?
  - Pro-Finance Model
  - Service Metrics
  - Meeting Quotas
- All can be great and not mean anything about your future

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## Where Are You Looking

- Need to keep an eye on what is happening
- Focus on future
- Skeet shooting
- What is the market going to look like in 5 or 10 years?

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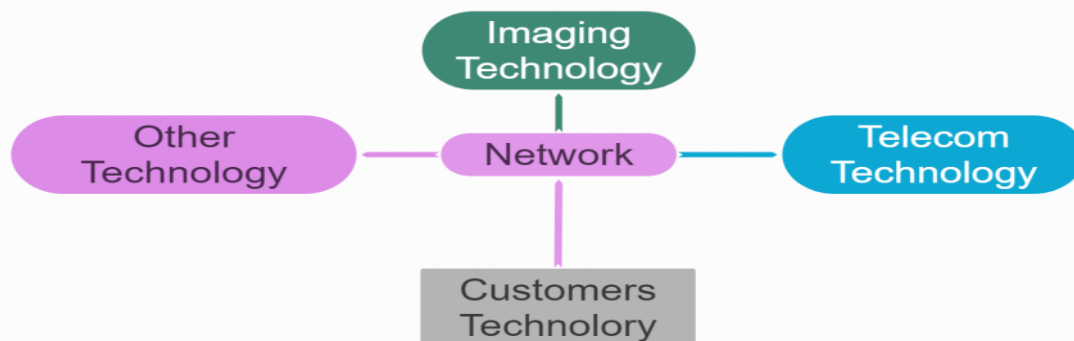
## Near Term Issues

- Market consolidation
- Changing Customer Needs
- Changing technology
  - Ricoh new customer serviceable MFP
  - Inkjet expansion – user serviceable
  - Canon Inkjet for the office
- Social Media

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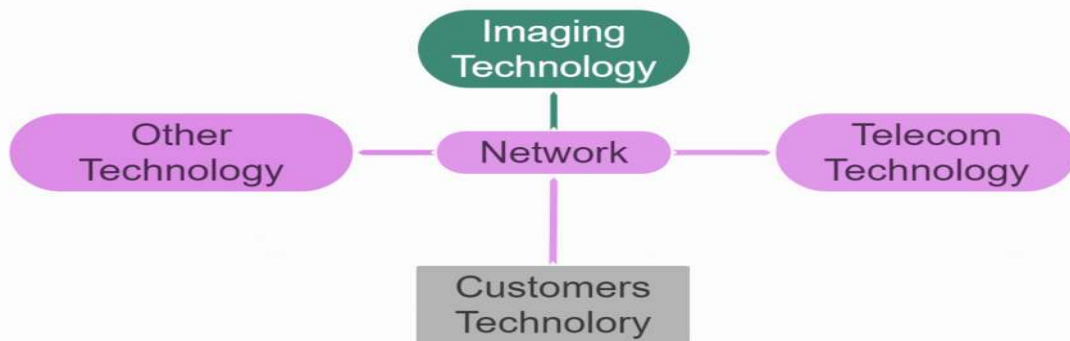
## The Present



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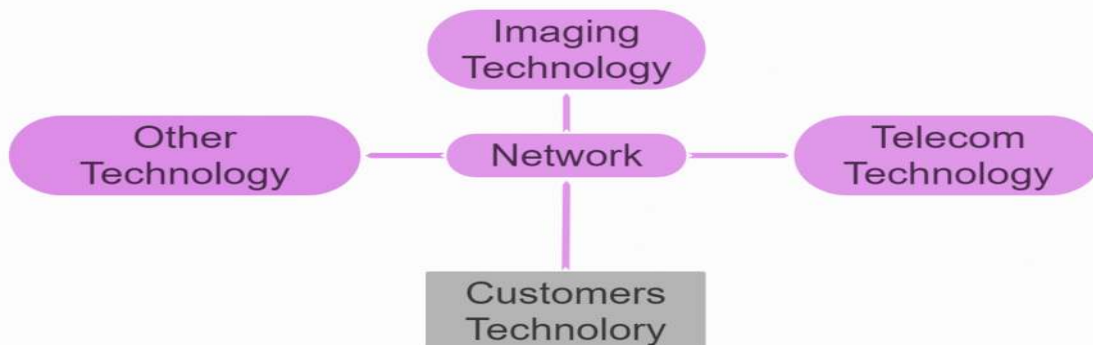
## One Possible Future



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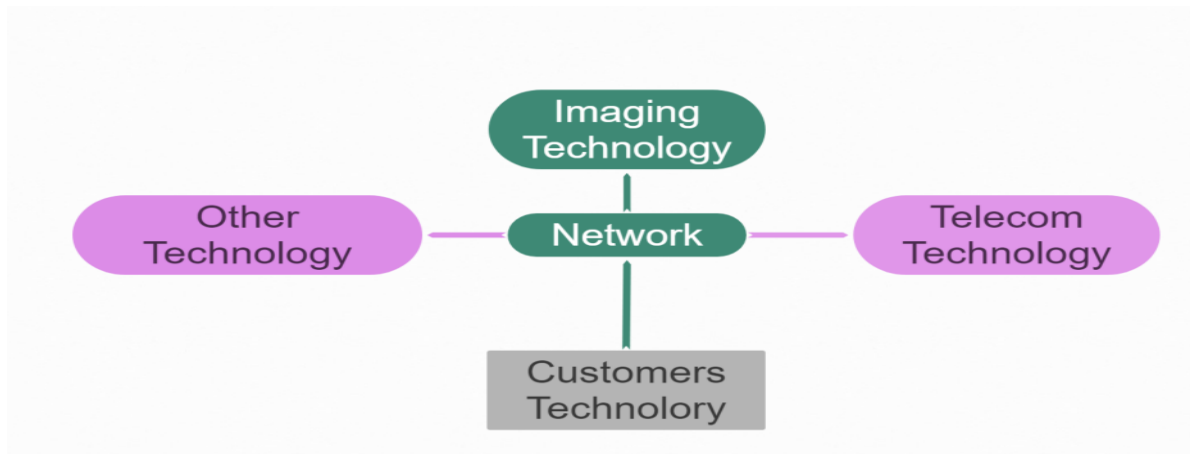
## Result



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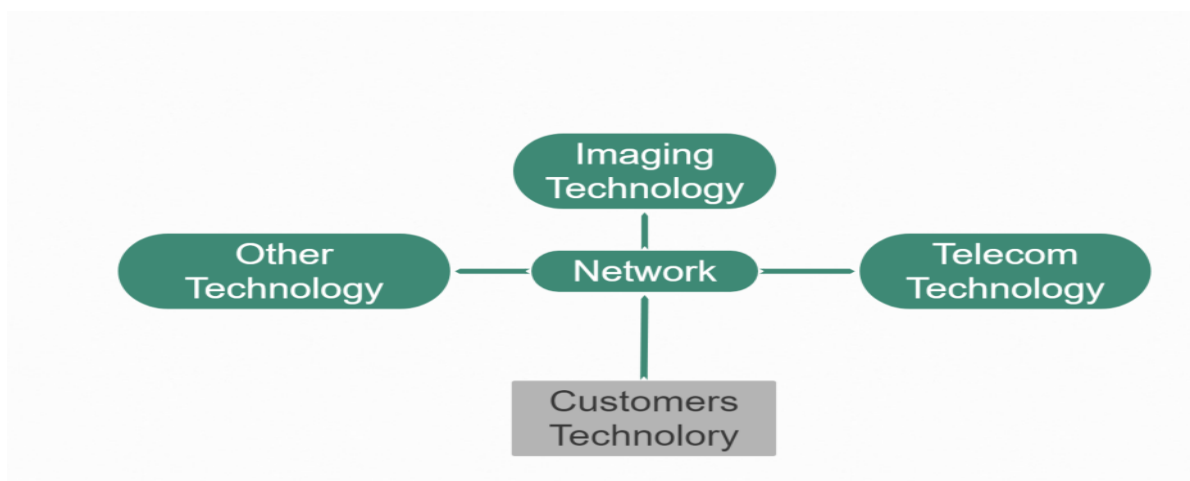
## A Different Possible Future



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## A Different Possible Result



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## Planning to Win

- Different Future Depends on 3 things
  - Planning
  - Training
  - Execution
- Ret. 1st Sgt. Matt Eversmann spoke at National Meeting in Orlando
  - Special forces do the same things as the rest of the Army, just do it at the PhD level

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## Planning for Change

- Changes that are going to happen
  - Labor costs are going up
  - Employee turnover is more likely
  - Business model will have to change
  - Selling process will have to change
    - DAAS
    - Flat rate

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## What/How You Sell

- Which is easier to compete with
  - Equipment lease and CPC agreement
  - Monthly plan that covers all of a clients technology on a per seat basis?
- Which makes the customer's life simpler

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## Planning to Win

- Start with an assessment of where you are.
  - ERP
    - Support different billing models
  - In-house implementation
    - Are you still filing papers in cabinets?

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## Make A Skills Inventory

- What is the state of your company now
  - How good are you at selling solutions
  - How good are you at supporting solutions
  - How good are you at supporting networking even in-house systems
  - Who do you have that you can train in these areas.

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## Determine the Needed Skills

- What do you need in the way of new skills
  - Who do you have that might be trainable
  - What positions are you going to have to fill from outside

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## What you Service

- You don't have to service everything to start
  - Partner with companies that can service what you don't
  - Transition to supporting what makes sense given internal capabilities
  - Develop capabilities in areas where profit opportunity is greatest

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## Preparing Service

- Once you have a Plan
  - Identify current capability
  - Identify training needed
  - Make new hires now based on future needs
  - Improve Processes and Procedures
  - Leverage Technology in everything you do
  - Execute at the PHD level

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## Dealing with Changing Workforce

- Millennials and later generations have different goals and viewpoints
  - Expect to stay in one job about 3 years
  - It takes 3 years to train tech?
  - Have to have upward career path.

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## Training the Team

- More and Different Training needed
  - BTA Service Management
  - Technician Skills
  - Community College for networking skills
- Train to perform at PhD level.

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## Motivating the Team

- Compensation should reward performance
- More training should mean more pay
- Younger generations are motivated differently, gamification.

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## Change Takes Time

- Turning a ship is a slow process, so is changing a company.
- Stop looking out the door and start looking at the future.
- You can be not only a survivor but a winner if you prepare now for the future.
- Questions

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## Free Consultation

- Fill out the form I provided, and I will make myself available for a one hour free consultation to help you move forward.

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