

There is More 2 MPS Than Sales and Software

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BTA West -- Capture the Magic

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Maslow's Hierarchy of Needs

**Many
security
minded
techs, no
longer
feel**



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Fear of Failure



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Fear of Unknown

Security minded
techs are under

**constant
pressure
to learn**



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MPS

From
Authorized
OEM
To >>>

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Compatible\$

A new playing field
Why the change
Copy quality issues
Blame it on the supplies
Eco-friendly
Profit friendly
MPS reality

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Mileage

- Where are you selling?
- Territories
- Company cars
- Personal usage
- IRS requirements
- Per mile reimbursement
- Who is cheating who?



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Who is on my team?

Sales
vs.
Service

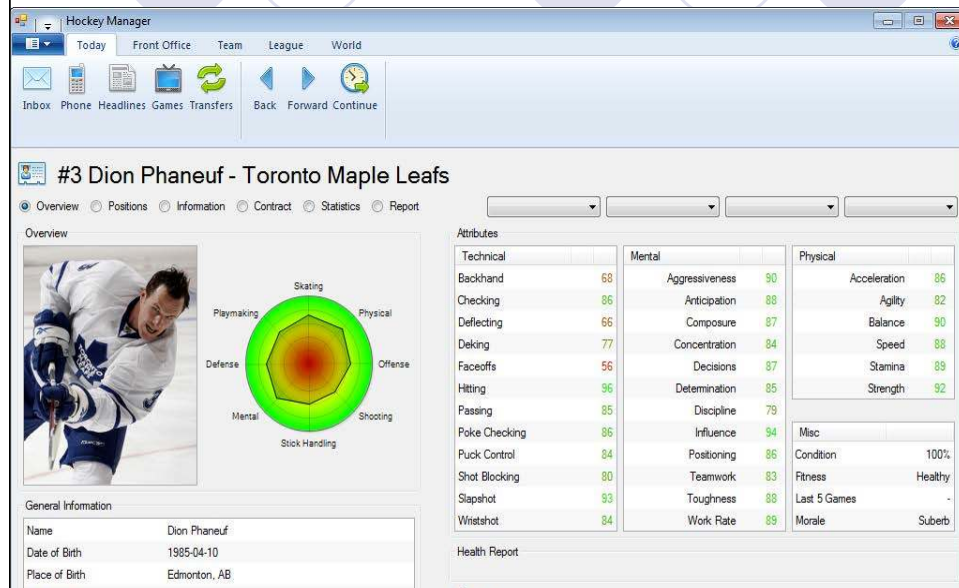


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Scouting Report



What do you want to KNOW?

Size of company
 Number of people
 Number of devices -- What OEMs
 Color, high speed, printers, copiers
 High Tech or Mom and Pop
 Whose service tag is on equipment
 Key contact, business card
 News of growth – new contract, construction

480 minutes (8x60)



365 days in a year

- 110d weekends
 - 20d vacation and sick
 - 10d holidays / snow / earthquake / flood
 - 14d break (15 minutes x 225 working days)
 - 84d travel / wait / hold / goof-off (3 x 225)
- = 127d of workable time = 1016 hours

Usable hours=less than ½ of the 2080 paid hours

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The greatest barrier to success is the fear of failure

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Create Programs that Create WINNERS

- Training
- Certifications
- Recognition
- New Business Card
- Time Off
- New Tool Case / Vac
- BTA Conferences
- More Responsibility
- A Career Path



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