



BTA East Meeting


October 2, 2012


ECOSYS TASKalfa

**The Total Document Solutions Approach:
How to Increase Your End-User Engagements
and, Ultimately, Sales**
by
Keynote Speaker: Mr. Norihiko Ina





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Mr. Norihiko Ina

- ***Joined KYOCERA in 1987*** as a salesperson in Japan
- ***Many roles outside*** of Japan organization, such as ***United Kingdom and European HQ***
- Current ***President and CEO of KYOCERA Document Solutions America***



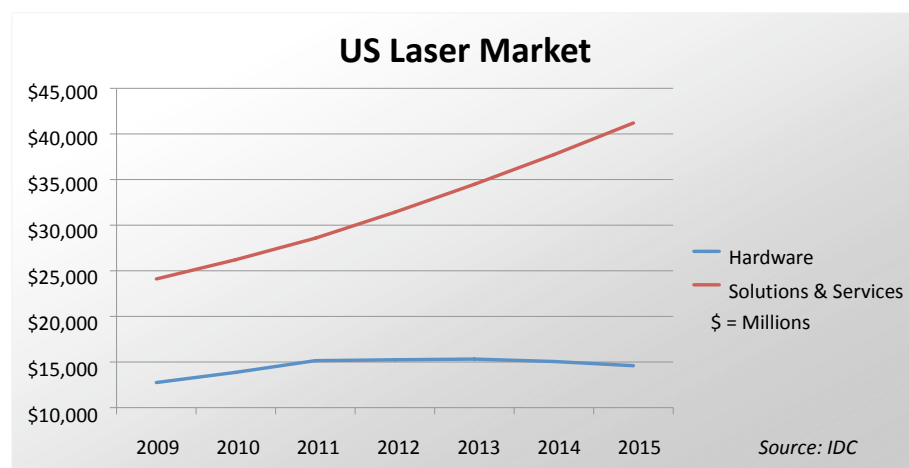
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Opportunity for Growth - Evolution


- **Shift focus** from A3 MFP sales and service **to total document solutions**
- Opportunities for customers to **be more productive, efficient** and **lower their total document cost**

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Hardware & Solution Trends




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How can we grow our business?

Increase every customer engagement!




- A4 MFPs and Printers
- MDS & MPS
- IT or Network Services
- Professional Services (Consulting)

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The Customer's Need

- Understand **their** business
- **Listen**
- **Advise**
- **Build trust**
- Solve **their** problems



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A Shift in Mindset

- Must be reflected in ***all aspects of our business***
- Supply personnel with ***training, tools, and support***
- Customers must see and feel shift to ***document consultant/advisor***



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How do we approach our customers?

1. Take the time to ***understand their business*** before you call on them
2. Listen and ***find out how the customer sees their business***
3. Build trust, ***gain a competitive advantage***, and further engage

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“Simple is Best”

- Begin with *specific, targeted solutions*
- **Create a model** for your representatives to follow
- **How to Evaluate Simple?**

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“Understand Your Customers’ Needs and Help Them Solve Their Problems”

- Don’t assume
- Take the time to understand *what matters to them*
- **Ask questions that help the customer** uncover and understand their needs
- Make sure *your initial solutions will be successful* and build from there

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“Identify Pain Points, and then Work to Fix Them”

- ***Create value*** by using your expertise
- ***Ask questions that help them understand their problems*** and create spaces to sell into
- ***Trust and engagement***

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How can you make the transition
successfully?



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- Outstanding Hardware
- Business Applications and Services
- Training and Business Development Programs
- Sales and Marketing Support

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ECOSYS Technology

- Environmentally Friendly
- High Operability
- Low TCO
- Outstanding Print Quality
- Simplifies service



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Dealer-Centric Model

- Win-win relationship
- Offering both online and hands-on training
- Engaging and learning from our dealers

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Hybrid Platform for Advanced Solutions (HyPAS)

- Offers specific applications to simplify workflows
- Supports both Java and Web Services application development
- Rapid development and deployment

HyPAS™

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Kyocera Sales Excellence Training

- Become a Total Document Solutions Provider
 - Shift in mindset
 - How we approach our customers
 - Understanding the customer's needs and challenges
- Trained entire sales, marketing and business planning divisions
- In September 2012 we introduced this training to our dealer sales channels

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Strong Solutions

- Help you ***“Keep it Simple”***
- ***Build engagement*** to MDS
- ***Achieve balance*** in hardware, software, and services for long term success

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In Summary

- ***Understand and take advantage*** of industry changes
- Expand ***each and every*** customer engagement
- New challenges need ***new solutions and service skills***
- Evolution ***requires*** a change in mindset
- **The Keys for Success**
 - ***Listen*** to customers
 - ***Simple is Best***
 - ***Discover needs*** and sell into that space
 - Help ***recognize pain points***
- Establish a ***strong relationship*** with the right manufacturer
- ***Further engage*** your customers and manufacturer partner to increase sales

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Thank you!

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