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# ***“Aftermarkets: The Untapped Resource”***

***By***

***Melissa D. Whitaker***

***President/Founder, Melissa Whitaker International***



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## Aftermarkets: The Untapped Resource

- ▶ Current Challenges for Aftermarket Departments
- ▶ Change Creates Opportunities
- ▶ Have the Right People on the Bus
- ▶ Constantly Train & Coach for Success

***“50% of printing revenue projected to be under an MPS contract by 2014” – Photizo Group***



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## Current Challenges for Aftermarket Departments

- ▶ Increasing MPS and more all-inclusive programs
- ▶ Finding new avenues to still meet monthly quotas with chargeable business
- ▶ Even though margins are constantly squeezed out of commodity sales, still increasing revenue and ensuring profitability
- ▶ Understanding how to work together more effectively with MPS Specialists and Outside Sales – Equip. Reps



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## Change Creates Opportunity

*“Constant change is here to stay. We live in a dynamic, changing world. I love change. When things change, that’s when you get to move up. It is when things are status quo that it is difficult to change. It is when stress comes to the system that you can grow.” – Mark Matthews, COO of Toshiba America Business Solutions Inc.*

- ▶ Change is not easy
- ▶ Survivors will embrace the change



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## Change Creates Opportunity: Solutions

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- ▶ Diversified Product Offerings
- ▶ Creative promotions or programs
- ▶ Start behaving like a consultant instead of an order taker



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## Change Creates Opportunity: Statistics

### Diversified Product Offerings

- ▶ The US office services & supplies market had total revenues of \$85.3 billion in 2010, representing a compound annual growth rate (CAGR) of 1.4% between 2006 and 2010.
- ▶ Paper-Based Products sales proved the most lucrative for the US office services & supplies market in 2010, with total revenues of \$40.2 billion, equivalent to 47.1% of the market's overall value.
- ▶ The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.6% for the five-year period 2010 - 2015, which is expected to drive the market to a value of \$96.8 billion by the end of 2015.



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## Change Creates Opportunity: Statistics

### Diversified Product Offerings

- ▶ What does the office services & supplies market revenue consists of?
- ▶ Sale of paper, storage and other equipment, pens and pencils, business forms and stationery, and office services, such as photocopying, printing, binding, etc. (filing & file storage, janitorial & break room, presentation materials)
- ▶ The sector does not include the sales of office furniture or the sale of any of items to non-business customers.
- ▶ Market values have been calculated at manufacturer's selling price (MSP).



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## Change Creates Opportunity: Statistics

### Diversified Product Offerings: Other Dealers

- ▶ Fire proof file cabinets
- ▶ Thermal printers supplies & printers
- ▶ Projectors & projector bulbs
- ▶ Capitalizing on vertical markets / time of year:
  - W2/W9 forms, software updates beginning of year, Accounting firms needs before tax time, etc.





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## **Change Creates Opportunity: Statistics**

### **Creative Promotions or Programs**

- ▶ Highlighted product of the month
- ▶ Include candy in orders for specific date ranges
- ▶ Special pricing and or rebates for specific periods of time
- ▶ Specials based on up-selling / cross-selling



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## Have the Right People on the Bus

Are your Aftermarket reps consultants or order takers?

- ▶ Change in needs - require different characteristics in reps
- ▶ Can they ask the tough questions and do a true needs analysis on the phone?
- ▶ Can they connect the dots for the clients/prospects to create a true solution?
- ▶ Can they proactively handle objections?



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## Have the Right People on the Bus

Are your Aftermarket reps consultants or order takers?

- ▶ Can they differentiate themselves and your company with a *unique “Value Proposition”*
- ▶ Can they think quick on their feet
- ▶ Do they have the confidence and assertiveness to ask for the order or do they just send out more quotes hoping for an order to come in?



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## Have the Right People on the Bus

Are your Aftermarket reps consultants or order takers?

### Old Needs/Characteristics

- Good at Customer service
- Able to answer phones
- Able to multi-task and work quickly
- Good account management of current clients
- Process Orders
- Pleasant, cheerful attitude
- Articulate / good communicator
- Detailed oriented
- Problem solve

### Change: Additional Characteristics

- Confident
- Assertive
- Creative – solution provider
- Able & willing to prospect
- Competitive
- Can think quick on their feet
- Willing and eager to learn, grow and adapt to change



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## Constantly Train & Coach for Success

To make this transition – give them sales training

- ▶ Mindset: Have you made the shift in your mind from order takers to proactive sales consultants?
- ▶ To make this transition – give them sales training & coaching
- ▶ Most dealers train their outside sales people, but they haven't trained their inside aftermarket specialists



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## Constantly Train & Coach for Success

Turn your order taking department into a sales machine

- ▶ Managing time more effectively
- ▶ Getting the most out of their territory
- ▶ Effective prospecting
- ▶ Conducting a true needs analysis on the phone
- ▶ Proactively ask for the business
- ▶ Handling objections & problem solving
- ▶ Increase revenue and profits through effective pipeline management & forecasting



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## Constantly Train & Coach for Success

Turn your order taking department into a sales machine

- ▶ Apply similar expectations and procedures that you do with the outside sales team
- ▶ Weekly team sales meetings
- ▶ Require forecasting - 30/60/90 pipeline management
- ▶ Have one-on-one strategy sessions
- ▶ Have team brain storming sessions to improve

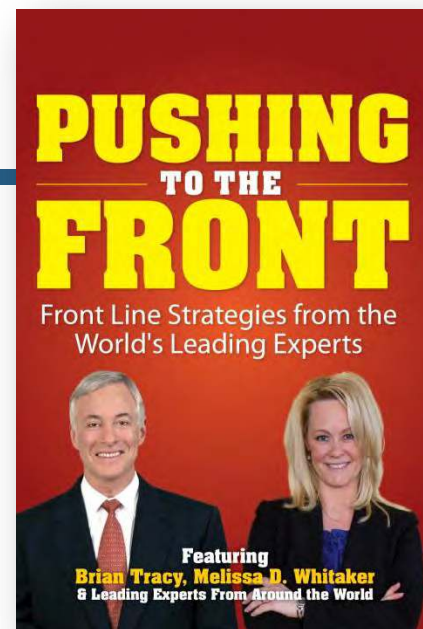


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**Thank You,  
Questions?**

For Additional Information Contact:  
Melissa Whitaker International  
[www.melissawhitakerintl.com](http://www.melissawhitakerintl.com)  
[info@melissawhitakerintl.com](mailto:info@melissawhitakerintl.com)  
847.845.4922



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