

## e-Learning modules from Xerox and InfoTrends prepare your sales team to sell marketing services.

Many of today's leading print providers are redefining success in our industry by re-focusing to become providers of marketing services. These firms avoid competing on price for commodity services by offering customized communications services that bring new value to their customers.

A critical challenge in making the transition: sales training. Start your training here with the e-Learning solution from Xerox and the highly respected industry analyst firm, InfoTrends. Seven course modules form a complete curriculum that can be taken anytime, anywhere, at each student's own pace.



# e-Learning on Customized Communications

## Capture the opportunities in customized communications

Many of the leading opportunities in print today—including direct mail, TransPromo documents and personalized fulfillment—are built upon customized communications. Winning this business requires your sales team to sell to a non-traditional target—marketers—with a non-traditional pitch—business value.

Finding the time and resources to train the sales team for this new world can be a challenge.

Web-based sales training from InfoTrends and Xerox is an ideal solution. The content is developed by the highly respected team of independent industry analysts at InfoTrends. And the e-Learning format means your sales reps can take the classes at their convenience, 24/7, in any location, to fit easily into any schedule.

## Modular courses that form a full curriculum

The customized communications sales training is organized into seven, self-paced modules that form a full curriculum. Students can take all the courses or select only the ones they want from an e-portal. The courses are presented on the Web in a multi-media slide show with voice over. Each takes about one or two hours to complete. Whenever a student pauses, the system remembers where he or she left off. The seven courses are:

- Overview of customized communications
- Entry-level variable data print
- Web-to-print
- Advanced variable data print
- Transactional/TransPromo communications
- Multi-channel communications
- Solution selling—A “how to” approach to selling customized communications

## Better results from certified sales reps

Students receive occasional quizzes during training and are asked to complete a test after each module. Upon successful completion of all seven modules, students receive a certificate of completion, certifying them as a trained Customized Communications Sales Representative from Xerox and InfoTrends.

## Move from commodity printer to strategic partner

Developing your business around customized communications enables you to build communications programs for your customers that can deliver a predictable, ongoing revenue stream. To succeed, however, you need to understand and implement your customer’s marketing strategies. The intimacy of the customer knowledge you’ll gain will help you cement your role as a strategic partner. Your customers increasingly will judge the value of your work by the results you generate and the value you deliver—rather than as a provider of price-based commodity services.

## Help where you need it most

We want to help printers like you maximize profitability and build a foundation for long-term success. Our Business Development Services are designed to give you the help you need. It’s all part of our total commitment to helping you develop The Right Business Model, The Right Workflow and The Right Technology<sup>SM</sup> to succeed in The New Business of Printing<sup>®</sup>.

## Customized Communications e-Learning for the Sales Team—Self-paced Courses from Xerox and InfoTrends

This is highly valuable training for print and marketing service providers who want to train their sales forces for the lucrative opportunities available with customized communications. The courses were developed by highly regarded independent industry analysts at InfoTrends to teach your reps techniques for selling solutions based upon customized communications. Your reps can take the modular courses at their own pace, without interfering with their sales activities.

**For more information on our comprehensive collection of Business Development Services, contact your Xerox representative, or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices)**

