



# Business Development Consulting Services

Results-generating consulting services to help you grow your digital printing business

# Grow your business. We can help.

## BUSINESS DEVELOPMENT CONSULTING SERVICES

Xerox® Business Development Consulting Services help extend your staff and expertise as you take on new challenges and chart your course for digital business growth. We deliver affordable, fee-based professional and training services through a network of third-party industry experienced consultants and Xerox subject matter experts.

Our consultants work closely with you and your team to look at your overall business strategy, pricing, sales training, workflow automation, and more.

Business-building consulting service offerings include:

**Sales and Marketing Services:** We assist you in developing a Marketing or Sales Management Plan, training your sales force to identify opportunities and sell digital solutions, direct marketing and more. Our consultants can help you target vertical industries and application segments to grow new revenue.

**Workflow and Operational Services:** Optimize the efficiency and effectiveness of your organization to eliminate waste and redundancy. Two of the most popular workflow services offerings are Workflow Assessments and Workflow Optimization. We also provide support and services to help you meet industry required standards and certifications.

**Application Development Services:** Develop skills and understanding in implementing, prospecting and selling high-value, high-margin applications such as Direct Mail and Trans Promo. Capitalize on the industry's high-growth, high-profit applications. We can help you identify the right applications for your business to pursue, and support you every step of the way.

**The options are virtually endless.** Determining where you need support to grow and getting you the access to the right consultants is where we bring our expertise. Get yourself on the right track for growth. Discovery Calls are free and allow you to explore where your potential growth lies.

Xerox Business Development Consulting Engagements are fee-based, and affordable; and each engagement is tailored to suit your goals and priorities. After the free Discovery Call, we provide you with a Statement of Work for your review and approval, making it easy for you to get focused on your priorities and start growing your page volume.

## BUSINESS DEVELOPMENT CONSULTING PROCESS

### Step 1: Discovery

Xerox team hosts a Client Discovery Call with you and our consultant to understand your goals and challenges

Together, we identify and prioritize areas for focus

### Step 2: Development

A Statement of Work is created with the recommended services and cost

We present our recommendations for your review and validation

### Step 3: Delivery

We agree to a project timeline and our consultant begins your engagement

Xerox validates the success and acceptance of the engagement delivery.



Learn more about Business Development Consulting Services by contacting your sales representative.

1-800-ASK-XEROX

Business Development Consulting Services  
[ConsultingServices@xerox.com](mailto:ConsultingServices@xerox.com)

## Business Development Consultant Network & Offerings

Succeeding in digital just got a lot easier. Having the right business model is just as important as having the right technology and workflow. Xerox® Business Development Consulting Services are here to ensure you are on the right path to success.

Tap into our network of experts for specific help with your most pressing digital business needs. This highly skilled and experienced group of consultants brings a wealth of knowledge to your business. Deliver high-margin digital printing applications—web-to-print, personalized, cross media campaigns—to help cut costs and grow revenues for your clients. Our consultants show you how to enhance your offerings with industry research and a customized road map.

Choose from a wide range of offerings or let us tailor a customized service just for you.

Choose from the following topic areas:

### Sales & Marketing

- Developing a Digital Marketing Plan
- Developing a Digital Sales Management Plan
- Selling Variable Data Print
- Selling Into Vertical Markets
- Selling Digital Printing
- Value-Based Pricing Workshop
- Event Marketing/ Open House

### Application Development

- TransPromo
- Direct Mail
- Cross Media and Personalization

### Workflow & Operational

- Lean Document Production and Design
- Workflow Automation
- Operational Effectiveness
- Inkjet Migration

Xerox delivers all Customer Business Development Consulting Services via a network of trusted and results-driven industry experts.



### RESULTS WE ENABLE THROUGH OUR CONSULTANT NETWORK:

- Expanded capabilities and services
- Increased revenues and profit margins
- Winning new clients and new applications
- Improved workflows
- High-Performing sales teams

For more information, contact your sales representative or email

[ConsultingServices@xerox.com](mailto:ConsultingServices@xerox.com).

From a Business Development perspective, Xerox offers three different programs you can leverage to assist you in growing your digital business: Business Development Consulting Services, ProfitAccelerator® Digital Business Resources, and the Xerox Premier Partners Global Network. Take advantage of all three to grow revenue and profit.

#### PROFITACCELERATOR® DIGITAL BUSINESS RESOURCES

A collection of over 100 tools and resources, this “do it yourself” option is designed to assist you in growing your digital business.

An exclusive benefit of being a Xerox production customer, you get immediate access to XeroxDigitalHotSpot.com, a variety of business-building resources.

Why join?

- Make better informed strategic business decisions and reduce risk.
- Boost the effectiveness of marketing and selling the value of digital print and services.
- Maximize the efficiency of operations staff producing digital pages.

Whether you are a dedicated digital printing shop or using digital to complement core offset services, ProfitAccelerator® resources will help you maximize your digital printing equipment investment. ProfitAccelerator® tools put the power of Xerox experience and expertise to work for your business.

#### XEROX PREMIER PARTNERS GLOBAL NETWORK

Access to member-exclusive tools and resources that keep you a step ahead of the competition. A first look at the emerging technologies and solutions that will help you grow your customer base. A collaborative working relationship with a company that prides itself on print innovation. These are just a few of the reasons why now is the perfect time to join the Xerox Premier Partners Global Network—the industry’s exclusive, members-only community dedicated to growing your business.

A global community of Xerox customers who are today’s leading print and marketing services providers.

To learn more and apply, visit  
[XeroxDigitalHotSpot.com/about](http://XeroxDigitalHotSpot.com/about)

#### CUSTOMER BUSINESS DEVELOPMENT CONSULTING TESTIMONIAL: SEACHANGE

“Thank you again for your support of the SeaChange sales growth initiatives. Our sales training was a total success and our team was incredibly impressed with Kate Dunn from Keypoint InfoTrends. WOW! I received several e-mails from sales team members thanking me for investing in them and for the experience to work with Kate. She is on target, articulate, engaging and most of all, she “gets it”. She has shared many tools and insight on how to grow our business. Her coaching and approach made a huge impact on the team – me included.”

Wendi Breuer, ceo/president,  
SEACHANGE

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