

TIMES HAVE CHANGED.

HAVE YOUR SALES REPS?

In the 1980s copiers were hip, and selling cost-per-click copier contracts was all the rage. Now, it's 2014 and we still have copier salesmen selling cost-per-click "copier" contracts. No. Really. I'm not kidding. And today, many sales reps still sell that box called a "printer." Unfortunately, companies don't buy *printers*. Companies buy **solutions to business problems**, and the *solution sale* is different than the *product sale*. And when it comes to Imaging & Output, companies are turning to **Managed Print Services** solutions to help them address their business challenges. Are your sales reps prepared to sell it to them, or are you *this* guy? ...



INCREASE YOUR MANAGED PRINT SERVICES CLOSE RATE, PLACE MORE PRINTERS, MFPs, SERVICES and SUPPLIES, and WIN MORE HIGH-MARGIN DEALS

THE CERTIFIED MANAGED PRINT SERVICES SELLER™ SALES TRAINING & CERTIFICATION PROGRAM

The Water Training Institute's 2.5 day *Certified Managed Print Services Seller™ Sales Training & Certification Program* gives sales professionals the knowledge and skills necessary to effectively and confidently sell Managed Print Services content and Print Management solutions.

No one in the industry has a more accomplished track-record than the professionals at The Water Training Institute when it comes to selling and closing Managed print Services deals in the real world. Collectively, the team of experts whom have created and will deliver the Certified Managed Print Services Seller™ program curriculum have sold approximately **\$1,000,000,000** (one Billion dollars) in genuine Managed Print Services deals over the years (total contract value). This is a record of real-world accomplishment that The Water Training Institute is proud to have the luxury of sharing with you for your development.

CERTIFIED MANAGED PRINT SERVICES SELLER™ CERTIFICATION

Earning CMPSS certification distinguishes the sales professional as a recognized practitioner in the sale and provisioning of Managed Print Services solutions. Becoming a CMPSS-certified sales professional validates that you, the sales professional, have the ability to effectively navigate the MPS deal-pursuit process and earns you the recognition by your peers, customers, and managers as a practitioner who is capable of selling and consulting on Managed Print Services solutions.

WHO SHOULD ENROLL

The Certified Managed Print Services Seller™ program is designed for sales professionals involved in the sale of Managed Print Services or other Imaging & Output-related solutions. This can include (but is not limited to) sales representatives, sales managers, technical consultants, MPS consultants, MPS solution architects, Imaging & Output business process consultants, sales trainers, and business analysts to name a few.

PROGRAM CURRICULUM

The Certified Managed Print Services Seller™ program curriculum has been designed to help MPS, services and solution sellers become more effective at selling services-led engagements. Will we make you an expert? No, but we will give you the tools and training to make you a better Manage Print Services practitioner.



PRE-CLASS

- Introductory Webinar
- Understanding Total Cost of Ownership
- The Managed Print Services Stages to the Sale
- Self-Study / Pre-Class Preparation
- Case Study

DAY 1

- The Great Water Training Institute Sales Challenge™
- Managed Print Services Overview
- The Managed Print Services Assessment
- Review: The Managed Print Services Stages to the Sale
- The Product Sale vs. The Solution Sale
- Workshop: Value Mapping
- Round #1: "The Great Water Training Institute Sales Challenge™" : The Prospecting
- Call: Getting the appointment

DAY 2

- Building the Business Case for Managed Print Services
- Exercise: Cost-Benefit Analysis of a MPS Deal
- Calling on C-Level Executives (positioned against selling a MPS deal)
- Round #2: Challenge: The first in- depth customer meeting
- Round #3: Challenge: Exercise: The Managed Print Services Assessment
- Round #4 Challenge: Analyzing the Current Sate and developing a recommendation
- Round #5 Challenge: The Great Debate
- Round #6: Challenge : Present the final proposition

DAY 3

- A Review of The Great Water Training Institute Sales Challenge™
- CMPSS Certification Exam Preparation and Course Wrap-Up
- The CMPSS™ Certification Exam

NEXT GENERAL SESSION

October 7th to 9th, 2014

Philadelphia International Airport Location

To Enroll Visit: www.Water215.com/events.htm