



NEXT PROGRAM
September 16 - 18, 2009
Philadelphia Airport Marriott Hotel
One Arrivals Road
Philadelphia, Pennsylvania 19153

The Certified Managed Print Services Seller™ Sales Training & Certification Program

THE PROBLEM

Let's be frank: companies want to sell more stuff, period. They want to sell more printers, MFPs, supplies, services, and consulting. Specifically, they want to generate more revenue from their Managed Print Services (MPS) and Print Management programs, but they face several challenges, including:

- Difficulty in getting their Managed Print Services program off the ground.
- Difficulty figuring out how to sell the solution
- A sales force that is not adequately prepared to sell MPS competitively
- A sales force that is not comfortable or knowledgeable with financial selling or selling to the CXO
- A sales team that does not truly understand what MPS is or how to position it
- The inability to move a MPS opportunity forward from prospect-to-close
- The lack of a proven-yet-simple methodology for conducting print assessments
- A sales team that is comfortable selling copiers and "boxes," but is not knowledgeable about or confident in their ability to sell MPS or any print-related solutions

All resulting in their inability to grow higher-margin revenue and capitalize on the industry shift from boxes to managed solutions.

Let's be frank: companies want to sell more stuff, period. They want to sell more printers, MFPs, supplies, services, and consulting.

THE SOLUTION

The Water Training Institute's *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.**

Our associates have real-world track records of success in all aspects of sales and every single aspect of closing Managed Print Services deals. We have assembled a team of experts who are authorities on the topics of both sales and Managed Print Services, and know how to prepare sellers to sell MPS more effectively and increase their deal-closure percentage rates.

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.

65% OF SALES MANAGERS SURVEYED ACKNOWLEDGE THAT THE MANAGED PRINT SERVICES SALES TRAINING SEMINARS THEIR SALES TEAMS ATTENDED DID NOT HELP THEIR SALES REPS LEARN HOW TO SELL MPS SOLUTIONS ANY MORE EFFECTIVELY. IN ADDITION, THE SALES MANAGERS DIDN'T LEARN THIS WAS THE CASE UNTIL MONTHS AFTER THE TRAINING.

2008 MBI Survey of Sales Managers whose sales representatives have attended a MPS sales training seminar

STOP!

Before enrolling your sales team in a Managed Print Services sales training seminar, ask the following questions of the seminar's facilitators:

- What is your sales background and the sales backgrounds of the other trainers conducting the seminar? If they haven't carried a bag for the world's most admired companies, walk away; save your money.
- If they have, then ask: Have you ever sold a Managed Print Services deal that includes printers, MFPs/digital copiers, supplies & consumables, consulting, professional services, support, software applications, and print servers/appliances combined?
- If the answer is "No," walk away; save your money. If the answer is "Yes," then ask the question: What is the total contract value of the Managed Print Services deals (as described above) your MPS training team has closed?
- If the answer is less than \$500Million, walk away; save your money. If the answer is greater than \$500Million, then ask the trainers/consultants: Please list some of the companies you have actually sold Managed Print Services solutions to.
- If the list does not include any companies you have ever heard of, walk away.
- Finally, ask the question: When was the last time you actually engaged in the sale of a MPS deal and when was the last time you actually helped closed one?

The answers to these questions should give you a clear indication of whether or not the sales trainers and consultants conducting the Managed Print Services seminar are credible and whether or not they can actually train your sales reps on how to do something they themselves have limited, current, real-world experience with. **The professionals at The Water Training Institute still engage in the sale of MPS deals every day.**

PROGRAM BENEFITS

For Customers: It gives them confidence in your ability to help them solve their imaging & printing problems

For Employers: it tells them that you have received the most expert MPS deal-pursuit training available, and that you are a prepared practitioner with a desired level of MPS sales acumen

For the Sales Professional: completion of The Certified Managed Print Services Seller™ program is a significant career-development accomplishment. It ensures that you have been trained on all aspects of the Managed Print Services sale and the MPS deal-pursuit processes

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.

FOR MORE INFORMATION, A DETAILED PROGRAM BROCHURE, THE COURSE CURRICULUM, ADDITIONAL INFORMATION ABOUT THE PROGRAM, AND TO REGISTER, PLEASE VISIT THE WEB SITE AT WWW.H2015.COM



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