



The Water Training Institute

A Division of The Water Group LLC

CERTIFIED MANAGED PRINT SERVICES SELLER™
Sales Training & Certification Program

Program Outline

“ This was by far the **BEST** sales training of any kind my team has ever participated in! It was really **GREAT** and will help us moving forward.”

VP of MPS and Operations, Major Stationer

WHAT THEY'RE SAYING

“ I attended the MPS session conducted by [the other] MPS consultants and I can say unequivocally that their session **CANNOT** compare with yours; it's not even close! You really know your stuff!”

Director of Managed Print

“ I asked the most successful MPS sales specialists at [WATER GROUP CLIENT] why they were performing so well while others are struggling, and they told me that Water's MPS training was the reason they are doing so well.”

Channel Business Development Manager,
Major Hardware Manufacturer

“ From what I've seen while sitting in your class, I want to bring you guys in to help us ramp up our MPS program more quickly.”

EVP Sales Major Retailer

“ When I entered the class I thought I knew everything there is to know about selling MPS. You guys have helped me realize I was wrong! I learned **SO MUCH** in this class that has already helped me become better at selling MPS. Thank you!”

MPS Specialist with 13 years of Experience

“ Water Group is by far the most knowledgeable, credible consulting group I have ever come across when it comes to sales and selling MPS.”

VP of Sales, Major Reseller

“ Not only did I learn a **TON** in this class, but you made it so much **FUN** that the 2.5 days went by very quickly!”

MPS Sales Specialist

“ I have been in the industry for 10 years and I consider myself fairly knowledgeable about MPS. But having attended your class, I have never met anyone who knows more about MPS or how to sell it than you.”

Experienced MPS Seller





CERTIFIED MANAGED PRINT SERVICES SELLER™ Sales Training & Certification Program

Overview

Completion of the Certified Managed Print Services Seller™ program is a significant career-development accomplishment. It ensures that the participant has been trained on all aspects of the Managed Print Services sale and deal-pursuit process, and it tells employers that the participant has received the most expert MPS deal-pursuit training available.

The designation of Certified Managed Print Services Seller™ affirms that the participant has achieved a certain level of acumen and capability as it relates to working with customers in a consultative sales capacity for the consideration of implementing a Managed Print Services solution. And while completion of the CMPSS™ Sales Training & Certification Program does not in itself guarantee that the participant will earn the CMPSS™ designation, it will show both customers and employers that the participant can support MPS initiatives with a certain level of quality, thoughtfulness, insight, and professionalism.

Segment 1: Introductory Webinar

Pre-Class Activity

<p>Welcome, Introductions, and Agenda Review Instructor & participant introductions, and a review of the agenda</p>	<p>Understanding Total Cost of Ownership Review Total Cost of Ownership (TCO), provide an understanding of its calculation, its value, and how to position TCO to increase the odds of winning MPS deals.</p>
<p>Overview of the Certified Managed Print Services Seller™ certification process Review the structure of the Certified Managed Print Services Seller™ Sales Training & Certification Program and the requirements for – and stages to – certification</p>	<p>The Managed Print Services Stages to the Sale Provide an overview of the MPS Stages to the Sale. The MPS Stages to the Sale describes a consultative sales process (based on best-practices) from understanding a customer’s business requirements for MPS, to the MPS assessment process, through closing the deal and expanding the MPS footprint. It is designed to help sellers understand and effectively navigate the MPS deal pursuit process.</p>
<p>Review the CMPSS™ Course Outline and Curriculum A review of the process buyers follow as they identify or recognize a need and buy a solution to the need</p>	

Learning & Development Objectives of Segment #1

Provide an overview of the program. Provide a baseline understanding of Total Cost of Ownership (important to understanding the value of MPS) and the proven stages to effectively selling MPS. This will enable the participants to transition into the in-class content quickly.



Segment 2: Pre-Class Preparation

Pre-Class Activity

Case Study Exercise (Self-Study): Managed Print Services Deal Pursuit

This pre-class, self-study activity is designed to reinforce the concepts learned in **Segment 1** (Managed Print Services Stages to the Sale) and to serve as a benchmark of where each participant stands as it relates to understanding MPS and the deal pursuit process. The case study is also preparation for the Pre-Admission Entrance Exam.

Pre-Admission Entrance Exam

The Web-based exam is designed to determine whether or not the participant has sufficiently prepared (via the pre-class preparation activities) for participation in the in-class Certification Training Seminar. A passing grade on the exam is required for admittance into the Certification Training Seminar.

Learning & Development Objectives of Segment #2

Provide the Water Training Institute’s instructors with an understanding of the degree of MPS acumen and the level of preparedness of the class participants to determine which participants might need extra support during the program and which could serve as participant leads.

Segment 3: The CMPSS™ Certification Training Seminar

Day #1: In-Class Activity

Welcome, Introductions, and Agenda Review

Instructor & participant introductions, and a review of the agenda

Managed Print Services Overview

Provide an overview of what a Managed Print Services solution is and the components that make up a “true” MPS solution offering.

Introduce “The Great Water Training Institute Sales Challenge™”

A review of the group exercise: “The Great Water Training Institute Sales Challenge™,” or simply known as “The Challenge.” The Challenge is a course-long (running 2-day) competitive team exercise that simulates a real-world competitive MPS deal pursuit opportunity. The participants/teams must rely on the concepts taught throughout the course (or have a certain degree of MPS selling experience) to “win the deal” in the end.

The Managed Print Services Assessment

Instruct on the assessment process from determining the representative study group through presenting the recommendation for improvement. Review the different assessment methodologies, how to conduct an assessment for MPS, how to design a solution for improvement, and how to present the findings.



Day #1: In-Class Activity [Continued]

Review: The Managed Print Services Stages to the Sale

Provide a review of the MPS Stages to the Sale. The MPS Stages to the Sale describes a consultative sales process (based on best-practices) from understanding a customer’s business requirements for MPS, to the MPS assessment process, through closing the deal and expanding the MPS footprint.

The Managed Print Services Stages to the Sale (Consultative Selling Module)

- Pre-call planning
- Exercise: Complete a Pre-Call Plan for one of your real-world prospects/customers
- Piquing Interest (Challenger)
- Qualifying an opportunity
- Understanding the requirements
- Determining customer objectives
- Understanding the environment
- Identifying opportunities for improvement
- Developing/Designing an optimized state
- Building the Business Case (including Cost-Benefit Analysis)
- Presenting the proposal

The Product Sale vs. The Solution Sale

Differentiating between selling products (transactional) and selling bundled solutions. Providing coaching on how to sell solutions, with a focus on MPS.

Workshop: Value Mapping

A workshop to help the participants articulate the ways their solutions deliver value, examine the kinds of problems they could solve with their MPS solution offerings, and understand what value they would bring and where the value would be felt.

Round #1: “The Great Water Training Institute Sales Challenge™”

Role play: The Prospecting Call/getting the appointment to pursue a MPS opportunity. Review the instructions for Round 2.

Learning & Development Objectives of Segment #3

Provide an overview of The Great Water Training Institute Sales Challenge and what to expect. Participants to become more effective at pursuing and selling MPS deals. Provide instruction on understanding, conducting, and analyzing an Assessment and its output. Participants to become more consultative in their selling approach to help them become overall more effective sellers.



Segment 4: The CMPSS™ Certification Training Seminar

Day #2: In-Class Activity

<p>Building the Business Case for Managed Print Services</p> <p>A review of a general approach for Building the Business Case in support of a complex MPS solution sale. Will include:</p> <ul style="list-style-type: none"> • Project purpose / Benchmark / Recommended Future State / Technology Assessment • Expected Changes / TCO Analysis / Cost/Benefit Analysis (extra emphasis here) • Project Timeline / Risk Assessment • Results Validation 	<p>Graded Exercise: Cost-Benefit Analysis of a MPS Deal</p> <p>Conduct an exercise for participants to develop a Cost-Benefit analysis for a sample MPS deal.</p>
<p>Calling on C-Level Executives (positioned against selling a MPS deal)</p> <p>Understanding the nuances of calling on C-level executives, how they expect sales reps to approach them, what turns them off, what they look for, what motivated them, and how to position the sale to them.</p>	<p>Round #2: “The Great Water Training Institute Sales Challenge™”</p> <p>Role play: The first in-depth customer meeting to discuss the topic of each team’s interests.</p>
<p>Graded Exercise: The Managed Print Services Assessment</p> <p>Develop a Current State snapshot of a customer’s environment based on a set of data that has been gathered through an assessment (and will be provided to you).</p>	<p>Round #3: “The Great Water Training Institute Sales Challenge™”</p> <p>Team Exercise: The Managed Print Services Assessment</p>
<p>Refresher: Total Cost of Ownership and Developing an Optimized State Solution</p> <p>Review TCO and the solution design process. Discuss the next round of The Sales Challenge.</p>	<p>Round #4: “The Great Water Training Institute Sales Challenge™”</p> <p>Team Exercise: Analyzing the Current State and developing a recommendation for improvement</p>
<p>Round #5: “The Great Water Training Institute Sales Challenge™”</p> <p>The Great Debate (aka The Vendor Roundup). Each team goes head-to-head in front of the customer in an open debate about whose solution offering is superior.</p>	<p>Round #6: “The Great Water Training Institute Sales Challenge™”</p> <p>A review of the requirements and rules for the last stage of The Sales Challenge</p>
<p>Round #6: “The Great Water Training Institute Sales Challenge™”</p> <p>Team Exercise: Each team will present their final proposition</p>	<p>Wrap-up</p> <p>A review of the day’s activities and the next day’s agenda, and tips for preparing for the CMPSS™ Certification Exam.</p>

Learning & Development Objectives of Segment #4

Participants to understand how to Build the Business Case for MPS and how to apply it. Through real-world sales simulation (The Great Water Training Institute Sales Challenge) participants to implement the learnings to gain practice, experience, and feedback to benefit them moving forward.



Segment 5: The CMPSS™ Certification Training Seminar

Day #3: In-Class Activity

<p>A Review of : “The Great Water Training Institute Sales Challenge™”</p> <p>A re-cap of The Sales Challenge, announcement of the winning team and The Challenge’s Most Impressive Participant (MIP), and “The Great Water Training Institute Sales Challenge™” Awards presentation</p>	<p>CMPSS™ Certification Exam Preparation and Course Wrap-Up</p> <p>A discussion of the things that the participants should know as they prepare to take the CMPSS™ Certification Exam</p>
<p>The CMPSS™ Certification Exam</p> <p>Take the Certified managed Print Services Seller™ Certification Exam</p>	

Learning & Development Objectives of Segment #5

Participants to gain final reinforcement of the course learnings to improve their ability to hit the ground running when they leave the course.

Free Expert Deal Support & Sales Coaching

Before the program’s start, at the end of each day’s session, and during break periods throughout the program, the instructors will make themselves available for deal pursuit and coaching sessions with any interested class participants. This support is available to all registered participants.

Participant Assessment Report

The program is followed by a Water Training Institute Committee review of each participant’s performance to determine their qualification for CMPSS certification. **A tailored Assessment Report** of all candidates’ performance will then be developed and issued to participants and/or their managers per each manager’s instructions.

Participants’ recommended tools for in-class activities: Laptop PC/tablet-PC (with PowerPoint or equivalent) and a calculator (or MS Excel or equivalent is recommended).