
thewatergroup

Sales and Program Optimization Services

- *Salesforce Effectiveness*
- *Managed Print Services Sales & Solution Optimization*





Sales and Program Optimization Services Execute Summary

Salesforce Support, On-Going Development, and Effectiveness Program

Beyond Sales Training; Toward Sales Optimization

Approximately 65% of professional sellers require support beyond the training class to measurably improve their sales performance

To maximize the skills, effectiveness, and productivity of a sales team, it is recommended that companies provide annual sales training and/or development opportunities for the sellers (at a minimum) as well as periodic opportunities throughout the year for sellers to hone their skills.

Even when companies do provide sales training for their teams, in many cases, single-shot sales training alone is not enough to maximize the effectiveness of their sales force. Our experience has shown that post-sales-training and on-going sales development support is optimal for maximizing the effectiveness of sales professionals.

Through this **Salesforce Support, On-Going Development, and Effectiveness** service offering, we can work with sales professionals to help them become more effective any stage of the sales cycle, including (but not limited to):

Prospecting	Requirements Definition	Account Planning
Cold-Calling	Presentation Skills	Territory Management
Gaining Access	Deal Qualification	Time Management
Call Planning & Post-Call Review	Objection-Handling	Forecasting & Gap Closure
Funnel Management	Challenging the Customer	Sales Coaching for Managers
Establishing Credibility	Financial Selling	Negotiation & Closing

Managed Print Services (MPS) Sales and Program Optimization Service

The complexity of offering a program such as Managed Print Services and the uncertainty of how to develop and manage a competitive, efficient program offering leads to challenges with most – if not all – MPS solution providers. Having helped some of the biggest MPS solution-providing companies develop and optimize their MPS programs, The Water Group's consultants have seen first-hand the struggles and challenges these solution providers face when offering and selling MPS, and, unfortunately, the consequences of doing it badly.

Helping Companies Navigate and Manage the Complexities & Uncertainty

The Water Group's team of experts has been involved in the program development, sale, delivery, management, administration, and support of **true** Managed Print Services since 1998, and we provide this experience to our clients to help them avoid the potential pitfalls of MPS while helping improve the overall performance of the program and the sales team.



Execute Summary (Continued)

Managed Print Services (MPS) Sales and Program Optimization Service (continued)

The four elements of The Water Group's Managed Print Services (MPS) Sales and Program Optimization Service include:

- Managed Print Services Program Assessment (Including a MPS Sales Assessment)
- Managed Print Services Solution Sales Support and Performance Improvement
- Managed Print Services Solution Optimization
- Managed Print Services Overall Program Optimization

MPS Program Elements to be Assessed and Supported for Optimization

Sales	MPS Assessment	MPS Solution Offering
<ul style="list-style-type: none"> • Effectiveness at selling a comprehensive Managed Print Services solution • Moving beyond the sale of bundled toner + service contracts • Building the Business Case for MPS • The MPS Proposal • The MPS Presentation • New MPS business development from existing customers 	<ul style="list-style-type: none"> • Overall methodology and tools used • Data gathering processes • Assessment tools used • Data analysis approach (including Total Cost of Ownership analysis) • Recommendation and solution design approach • Pricing tool and methodology 	<ul style="list-style-type: none"> • Solution elements (hardware, supplies & consumables, service & support, fleet management, billing) • Fleet tracking, usage tracking, fleet management and monitoring processes • Assessment tools: Data analysis/TCO tool; pricing tool

MPS Program Elements to be Assessed and Supported for Optimization

MPS Solution Administration	Implementation	Support & Management
<ul style="list-style-type: none"> • Reporting provided to clients and used internally • Billing models (e.g. base + click, pre-paid pages w/overages, etc.) • Billing/Invoicing • MPS sales compensation • Contracts, SoWs, and other agreements • MPS deal margin 	<ul style="list-style-type: none"> • Project Management • Implementation Planning & coordination • Responsibility matrices and resourcing approach • Pre-installation discovery & design • Transition Management • Education & training 	<ul style="list-style-type: none"> • Ongoing fleet optimization • Fleet management & monitoring • The service & support model • Ongoing contract management • Cost savings & benefits validation approach

END OF EXECUTIVE SUMMARY



Sales and Program Optimization Services

Salesforce Support, On-Going Development, and Effectiveness Program

Approximately 65% of professional sellers require support beyond the training class to measurably improve their sales performance. Yet, they do not receive it and, as a result, they never fully achieve their potential.

Beyond Sales Training

To maximize the skills, effectiveness, and productivity of a sales team, it is recommended that companies provide annual sales training and/or development opportunities for the sellers (at a minimum) as well as periodic opportunities throughout the year for sellers to hone their skills. Unfortunately, due to the go-go nature of selling, most companies neglect to provide on-going sales development to their teams. The result is often that sales reps underperform against their annual goals and never fully develop to their potential.

Even when companies do provide sales training for their teams, in many cases, single-shot sales training alone is not enough to maximize the effectiveness of their sales force. Our experience has shown that approximately 65% of professional sellers require support beyond the training class to measurably improve their sales performance. Yet, they do not receive it and, as a result, they never fully achieve their potential.

Providing the Expert Support Needed to Maximize Sales Effectiveness

For more than 28 years, our team of sales experts have developed, carried a bag for, and managed sales organizations for some of the most admired sales-focused companies in the world. In addition, since 1987 when helping IBM sales trainees, our team has worked with sales professionals from companies around the world to help them become the best sellers and managers possible.

This extensive experience has enabled The Water Group to develop the *Salesforce Support, On-Going Development, and Effectiveness Program*, a development & optimization program that truly helps professional sellers perform to their potential – regardless of their years of experience, industry, or the complexity of their offerings.

This service offering is appropriate for every level of sales professional ranging from first-time sellers to sellers with more than 30 years of experience to senior sales executives. Over the years, we have worked with every level of sales professional (including Chief Executive Officers, Vice Presidents of Sales, and fresh out of college new-hires) at companies of every size and industry on becoming better in their roles.

Through this service, we can work with sales professionals to help them become more effective any stage of the sales cycle, including (but not limited to):

Prospecting	Requirements Definition	Account Planning
Cold-Calling	Presentation Skills	Territory Management
Gaining Access	Deal Qualification	Time Management
Call Planning & Post-Call Review	Objection-Handling	Forecasting & Gap Closure
Funnel Management	Challenging the Customer	Sales Coaching for Managers
Establishing Credibility	Financial Selling	Negotiation & Closing



Program Details

Service Element	Description
Engagement Duration	Three to Six Months (consecutive); billed on a monthly basis
Initial Planning Meeting with the Management Team	We will meet with the management team to discuss their goals and/or objectives for the support service and the desired outcome of the engagement. We will jointly define the cadence and identify the sales professionals and managers with whom we will be engaging. The planning meeting along with the Sales Assessment activity (described below) will be conducted/ initiated during a 1-day, on-site engagement at the client's or Water Group's facility if the client prefers.
Sales Assessment	In addition to the recommendations (desired outcomes) of the management team, we will work with each of the identified sales professionals to identify the strengths to be exploited and areas that we believe can help the seller become more effective if improved upon; a program will be developed to enhance these areas. We will also review existing sales processes to identify any potential opportunities for improvement.
Reinforcing Exercises & Cases	We will periodically as needed use real-world case studies and exercises designed to reinforce certain behaviors and/or serve as a development tool for the sales professionals with whom we are working. The studies and exercises will be delivered randomly (and remotely) throughout the support engagement when it is determined by The Water Group that they can provide a benefit toward the achievement of the defined development objectives.
Pre-Call Planning Support	We will provide Pre-Call Planning support for qualified opportunities. This will help the sales representatives increase their odds of accomplishing their meeting objective(s) which should move them further down the sales cycle toward closing business. Pre-Call Planning support will be provided during weekly calls and on an as-needed basis at the discretion of the Water Group consultant (since not all calls and meetings require a detailed call plan).
Deal Support	<p>During weekly coaching and support calls, we will provide guidance and assistance to help the sales professionals move the deal pursuit process forward effectively for any qualified opportunity being pursued.</p> <p>The Water Deal Manager Tool: For companies that do not use a tool or CRM software for prospect management, pipeline management, account plan management, or forecasting, we will provide the client with The Water Deal Manager Tool free of charge. The Water DMT is a simple, yet effective, tool to facilitate the deal management and review process.</p>
Weekly Coaching & Support Calls	We will make ourselves available for 1-hour weekly coaching and support calls (phone or Skype/video; the cadence to be jointly agreed) to assist the sellers with any support we can provide and to answer any questions they may have regarding deals being pursued or the sellers' development and effectiveness. The support we provide on these calls can include (but is not limited to) deal support, funnel reviews, account planning, best practices sharing, problem solving, financial selling support, sales guidance, and other as needed. This will also serve as a coaching skill improvement opportunity for managers.



Managed Print Services (MPS) Sales and Program Optimization Service

The Water Group's consultants have seen first-hand the struggles and challenges solution providers face when offering and selling MPS, and, unfortunately, the consequences of doing it badly

Complexity and Uncertainty

Companies that sell Imaging & Output (I&O) solutions that incorporate printers, scanners, fax machines, MFPs, copiers, services, supplies & consumables, software, support, billing, logistics, and management, often find it challenging to develop, manage, and administer an effective I&O Services program – the most popular offering today being Managed Print Services (MPS), for instance – that is not only robust enough to be competitive in the market, but is also effectively promoted and sold by the company's sales team.

The complexity of offering a program such as Managed Print Services and the uncertainty of how to develop and manage a competitive, efficient program offering leads to challenges with most – if not all – MPS solution providers. Having helped some of the biggest MPS solution-providing companies develop and optimize their MPS programs, The Water Group's consultants have seen first-hand the struggles and challenges these solution providers face when offering and selling MPS, and, unfortunately, the consequences of doing it badly.

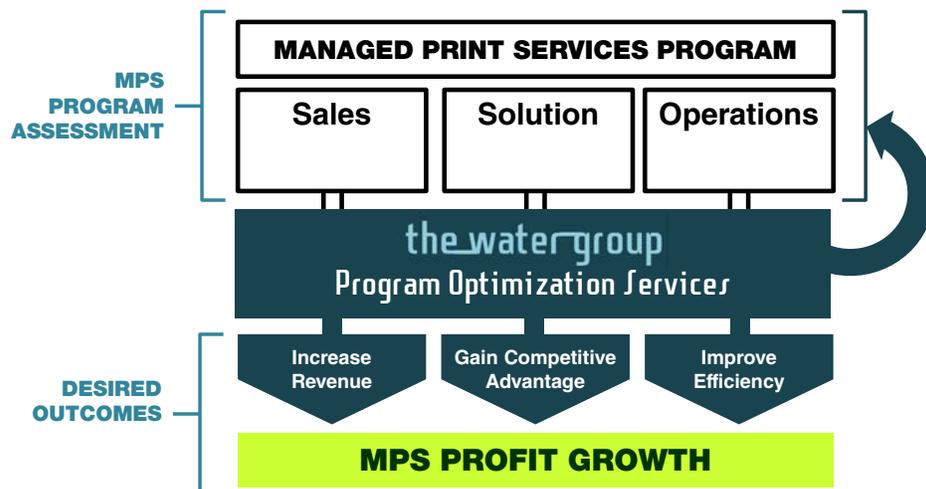
Helping Companies Navigate and Manage the Complexities & Uncertainty

The Water Group's team of experts has been involved in the program development, sale, delivery, management, administration, and support of **true** Managed Print Services since 1998. And we **still** actively engage in every aspect of MPS today, from selling MPS to optimizing MPS programs to developing MPS programs for companies. This experience has proven instrumental as we help companies develop competitive, working MPS programs and sell it.

MPS Program Optimization Service Elements

The four elements of The Water Group's Managed Print Services (MPS) Sales and Program Optimization Service include:

- Managed Print Services Program Assessment (Including a MPS Sales Assessment)
- Managed Print Services Solution Sales Support and Performance Improvement
- Managed Print Services Solution Optimization
- Managed Print Services Overall Program Optimization





Managed Print Services Program Assessment

Through this service, we will work with you to conduct a review of your Managed Print Services program and Sales Operations practices in an effort to determine the opportunities to improve the MPS program, perform Sales Ops practices more effectively, opportunities to streamline processes, opportunities to strengthen your sales practices, and opportunities to shorten the sales cycle, all in an effort to drive more Imaging & Output and MPS sales.

Managed Print Services Solution Sales Support and Performance Improvement

Water will work with the STS sales and BDM teams to help them become effective MPS sellers. This will include sales training, MPS training, coaching, deal support, deal shadowing, funnel reviews, and territory management support.

Managed Print Services Solution Optimization

We will work with you to improve your company's Managed Print Services solution offering, from the solution elements (hardware, software, services, support), to the Imaging & Output Assessment, to the solution recommendation and design, through on-going management.

Managed Print Services Overall Program Optimization

The Water team will work with you to improve all aspects of your Managed Print Services program, from selling MPS to the MPS solution itself, to implementation & support, to MPS sales compensation, to deal margin support.

Areas of Focus

The Water team will review, analyze, and work with your company on all aspects of the Managed Print Services / I&O "Process Flow," defines as all points and processes involved in the sale, implementation, support, and administration of a MPS engagement, including (but not limited to):

MPS Program Elements to be Assessed and Supported for Optimization

Sales	MPS Assessment	MPS Solution Offering
<ul style="list-style-type: none"> Effectiveness at selling a comprehensive Managed Print Services solution Moving beyond the sale of bundled toner + service contracts Building the Business Case for MPS The MPS Proposal The MPS Presentation New MPS business development from existing customers 	<ul style="list-style-type: none"> Overall methodology and tools used Data gathering processes Assessment tools used Data analysis approach (including Total Cost of Ownership analysis) Recommendation and solution design approach Pricing tool and methodology 	<ul style="list-style-type: none"> Solution elements (hardware, supplies & consumables, service & support, fleet management, billing) Fleet tracking, usage tracking, fleet management and monitoring processes Assessment tools: Data analysis/TCO tool; pricing tool



MPS Program Elements to be Assessed and Supported for Optimization

MPS Solution Administration	Implementation	Support & Management
<ul style="list-style-type: none"> • Reporting provided to clients and used internally • Billing models (e.g. base + click, pre-paid pages w/overages, etc.) • Billing/Invoicing • MPS sales compensation • Contracts, SoWs, and other agreements • MPS deal margin 	<ul style="list-style-type: none"> • Project Management • Implementation Planning & coordination • Responsibility matrices and resourcing approach • Pre-installation discovery & design • Transition Management • Education & training 	<ul style="list-style-type: none"> • Ongoing fleet optimization • Fleet management & monitoring • The service & support model • Ongoing contract management • Cost savings & benefits validation approach

Additional Information

- The Water team will review, analyze, and work with your company on all aspects of the Managed Print Services / I&O “Process Flow.” The MPS Process Flow is the step-by-step routine followed by companies – including the interconnections between the solution elements and the stages of the process – as companies pursue, sell, deliver, support, administer, and manage a MPS engagement.
- We provide six month and twelve month engagement terms; billed on a monthly basis.
- For twelve-month engagements, we will provide approximately 104 hours per year of service and support; for six month engagements we will provide approximately 52 hours for the term.
- The service engagement will be delivered through a combination of on-site, in-person, off-site / remote, network (technology), and collaboration.

For additional information or to speak to someone about the offering, please contact your Water Group representative, or you can contact us at +1.877.880.2754; info@water215.com. You can also visit us on the website Water215.com