



# What Opportunities Are You Exploring?

What do you believe will be the areas of greatest opportunity for office technology dealers in 2023? What do you believe will be the best strategies for pursuing those opportunities? Office Technology magazine recently asked these questions of dealers via an email survey. Responses from seven dealers appear below. For additional responses, see page 10.



**Opportunities:** Production print and document management/workflow.

**Strategies:** Specialists who are salespeople to assist with sales and a technical team that can do presses and post-sales.

— Richard Van Dyke, president, Advanced Office, Irvine, California

**Opportunities:** We have seen an uptick in print management software sales (PaperCut, Printix) in 2022 and believe that will continue into 2023. Additionally, we have had increased sales in e-fax solutions (eGoldFax and OpenText, which used to be XMedius).

**Strategies:** Engaging with the proper individuals and conducting efficient, effective first-appointment assessments; sales 101.

— Dan Bowie, vice president of sales, Corporate Business Systems, Madison, Wisconsin

**Opportunities:** Automation software intended to reduce paper and improve productivity. This not only adds extra revenue, but secures our traditional revenues.

**Strategies:** Dedicated personnel [specialists] who work with the sales reps to educate them on the products and prospect for them. Once identified, the prospect is turned over to the specialist.

— Nick Lioce, president, The Lioce Group, Huntsville, Alabama

**Opportunities:** Well, let's go with the favorite in the room and say managed services.

Then, somehow, our industry has to figure out a way to standardize the next wave — digital conversion. We are focused on the big picture of just that — being the center of document creation, conversion and destruction.

**Strategies:** Proper marketing and execution of call-to-action.

— Jerry Jehn, president, Waltz Business Solutions, Crestview Hills, Kentucky

**Opportunities:** I believe MPS will be key in 2023. There is no doubt with the COVID-19 pandemic, hybrid workforces, etc., that traditional volume will be going down. Finding a way to keep that volume will be critical moving forward.

**Strategies:** Account reviews, strategic business discussions versus hardware discussions, and planning based on low COVID-19 volumes and unstable traditional volumes.

— Dave Mueller, vice president of sales, Modern Office Methods, Cincinnati, Ohio

**Opportunities:** I believe a lot of dealers have lost their way when it comes to MPS. We focus on everything office: MPS, DocuWare, mail, scanning, monitors, VoIP phones, MFPs and PaperCut.

**Strategies:** We focus on appointment setting for net-new opportunities and deliver our capabilities document. We usually find an immediate opportunity. We use software to evaluate print and document workflows.

— Wade Timmermann, president, AAA Business Systems Inc., North Little Rock, Arkansas

**Opportunities:** We see increasing opportunity in solutions — especially document management.

**Strategies:** We have had success with having a document management specialist for this role as our go-to-market strategy. We have also added a mailing system line to our product offerings.

— Peter Napolitano, sales manager, United Business Systems, Buffalo, New York

— Brent Hoskins

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### FLASHBACK



The association's magazine cover 65 years ago this month — the NOMDA Spokesman, January 1958.