



How To Sell Your MPS Deals

FASTER

Discover how to set up your sales process so you can increase the number of MPS deals sold

Agenda

- Are all MPS opportunities the same?
- What you need in order to sell MPS fast!
- Finding the low hanging fruit
- Presenting your case
- Next steps



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SALES TRAINING

About Derek Shebby

- **17 years with Xerox (GIS), MRC out of California**
- Helped grow his local division from \$40 million to more than \$100 million in annual revenue (30 to 500 employees)

About Modern Sales Training

1. Best Seller sales training courses (20,000 salespeople & teams around the world use the 18 hour course)
2. **Runs the CDO copier dealer training group for \$3 - 10M sized dealers that provides mega dealer best practices for growth**
3. Started the CST Copier Sales Training program to help dealers around the nation with on boarding top copier sales performers



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**Are all MPS opportunities
the same?**





Are All MPS Opportunities The Same?

- **500** employees
- **100+** printers
- **20+** MFPs
- **Multiple** locations



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Are All MPS Opportunities The Same?

- **10- 20** employees
- **5 - 10** printers
- **1 - 2+** MFPs
- **Single location**



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**What's the process for
each opportunity?**



Large Opportunity Process



MPS Checklist

Helping you do MPS right.

- Gain approval from C-Level for assessment
- Sign scope of work (shared timeline)
- Run a credit check
- Manager assigned to support
- Complete the 1st walk thru - meters collected
 - Collect configuration pages of all devices
 - Collect the floor map of the building
 - Load a data collection device
- Load data into sales tool
- Collect all current costs (from customer)
- Create map of organization
- 2nd walk thru
- Plug everything into the sales tool
- Share configuration pages with service
- Meet with manager to review data and create deliverable
- Present the deliverable
- Final internal meeting about replacement equipment
- Put together proposal & implementation plan
- Present proposal

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CDO Membership

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- ➔ Sell the assessment
- ➔ Follow the process
- ➔ 15+ steps
- ➔ Loading the app
- ➔ Collecting the costs
- ➔ Walk through, Interviews
- ➔ Mapping
- ➔ Validation before proposal



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Every Other Opportunity



MPS Checklist

- Gain approval from C-Level for assessment
- Sign scope of work (shared timeline)
- Run a credit check
- Manager assigned to support
- Complete the 1st walk thru - meters collected
 - Collect configuration pages of all devices
 - Collect the floor map of the building
 - Load a data collection device
- Load data into sales tool
- Collect all current costs (from customer)
- Create map of organization
- 2nd walk thru
 - Plug everything into the sales tool
 - Share configuration pages with service
 - Meet with manager to review data and create deliverable
 - Present the deliverable
 - Final internal meeting about replacement equipment
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Page 1 of 2 CDO Membership MODERN SALES TRAINING



- Sell assessment
- Follow the process
- Steps
- Adding the app
- Collecting the costs
- Walkthrough, Interviews
- Map
- Validate before proposal



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What do you need in
order to sell MPS Fast?



What you NEED in order to sell MPS fast

1 Pricing Cheat Sheet

MPS Pricing

Existing Local Desktop Printers		MPS Pricing (Networked)							
Printer	Price	B/W		Standard Color		Premium Color			
Model	Price	Monthly Band	B&W	Monthly Band	B/W	Color	Monthly Band	B/W	Color
HP LaserJet Pro 400	\$150	\$100	0.015	\$100	0.015	0.10	\$100	0.015	0.050
HP LaserJet Pro 400dn	\$180	\$100	0.014	\$100	0.015	0.10	\$100	0.015	0.050
HP LaserJet Pro 400dtn	\$210	\$100	0.013	\$100	0.015	0.080	\$100	0.015	0.050
HP LaserJet Pro 400dn Color	\$240	\$100	0.012				\$100	0.015	0.050

copier dealer owner
GROWTH MASTERMIND

Define the rules for the sales team

- What will you charge for local devices, inkjet
- What price per page is your floor?
 - At what volumes?
 - With what brands?
- What base are you adding for certain models?
- How long are the terms?
- What is the compensation structure?



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What you NEED in order to sell MPS fast

1

Pricing Cheat Sheet

2

FM Audit Tool

IP Address	Local ID	Host Name	MAC Address	Manufacturer	Model	Serial Number	Description	Location	Asset Number	Service Contact	Installed Memory	Firmware Version	Installation Date	Total Sheets	Total Pages	Total Color Pages	Mono Page Usage	Color Page Usage	Printer Pages	Fax Pages	Copy Pages	Cost	
10.0.0.74			00-00-74-7C-F8-40	LANIER	BP	V2207040337	LANIER BP C2000L2020C				76632	1.14		13	83	83	48	38	35	4	0	44	
10.0.0.122		ip008.slpw.bcl	00-1E-0F-32-8B-C4	CANON	IR-ADV C5030	ETH00000	IR-ADV C5030				1948379	43.04		7989	7989	6123	6123	1676					
10.0.0.71		1147.slpw.bcl	00-03-01-65-12-29	CANON	IR C1-G1		IR C1-G1				1948378	1.1		73661	73661	0							
10.0.0.79		10.0.0.79	00-21-87-26-15-4E	LEXMARK	E4800	72H4032	ST021878104E Lexmark L4800				87100084	10.APS K2540		711	710	1							
10.0.0.164		10.0.0.164	00-00-00-84-84-84	CANON	R0305		R0305				52635	25.02		91	91	0							
10.0.0.251			00-00-74-82-9C-87	LANIER	BP	V1208910111	LANIER BP C400				1948376	1.22		123756	43033	51589	41053	8197	23737	174823	932	632	252202
10.0.0.200		10.0.0.200	00-00-00-74-1B-89	CANON	R0305	DK10285	R0305				124208	46.03		471961	471961	0							
10.0.0.239		CANON8152P	00-00-00-00-15-0F	CANON	R1024								WLAN-05-01	43052	43052	0							
10.0.0.211		10.0.0.211	00-00-37-87-84-4E	LEXMARK	X066	000703021	X066-B7E4E				352144			31221	17273	13948		20403	19088	13705	106	1652	
10.0.0.220		10.0.0.220	00-00-00-00-00-00	CANON	R1024									157284	90.03			287714	287714	21690	21690	67935	
10.0.0.77		ADVANCE_S255.Bhpw.bcl	00-1E-0F-32-8B-C4	CANON	IR-ADV C5030	ETH00044	IR-ADV C5030				1948378	43.02		21817	21817	2181	2181	19023					
10.0.0.70		00360	00-00-00-00-00-00	CANON	IR-ADV C5030	ETH00056	IR-ADV C5030				2087152	1.0		21930	21930	1882	1882	215246					
10.0.0.82		10.0.0.82	00-1E-0F-32-8B-C4	CANON	IR-ADV C7005	PHN30264	IR-ADV C7005				1948378	45.02		2047	2047	205	205	1932					
10.0.0.78			00-00-00-00-00-00	CANON	R1024	DEV01510	R1024				157284	90.03		252170	252170	23677	23677	66403					
10.0.0.76		10.0.0.76	00-00-00-8E-45-87	CANON	R1024	DGL02287	R1024				157284	90.03		1626	1626	521	521	1309					
10.0.0.238		CANON8153P	00-00-00-00-00-00	CANON	R1024								WLAN-01-01	13626	13626	0							

A data collection agent (i.e. FM Audit, Print Fleet)

- This doesn't take the place of the first meter reading in the walk through
- This helps to identify device age and usage & maintenance related data
- You will want this installed before the contract starts
- Filled with reports to help you justify the advantages of having someone "manage" their account



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What you NEED in order to sell MPS fast

1

Pricing Cheat Sheet

2

FM Audit Tool

3

Free Printer Program

- Determine your preferred “go-to” printers you can use to replace expensive old, inkjet or costly printers the customer wants to replace
- Plan on just giving them the printer inside of a service contract
- These can be refurbished printers



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What you NEED in order to sell MPS fast

- 1 Pricing Cheat Sheet
- 2 FM Audit Tool
- 3 Free Printer Program
- 4 **Back end contracts**

CLOVER
IMAGING GROUP

Remanufactured
toner provider

1

BARRISTER
GLOBAL SERVICES NETWORK

Outsourced
service provider

2

GreatAmerica
FINANCIAL SERVICES
HARD WORK • INTEGRITY • EXCELLENCE

MPS finance
contract provider

3



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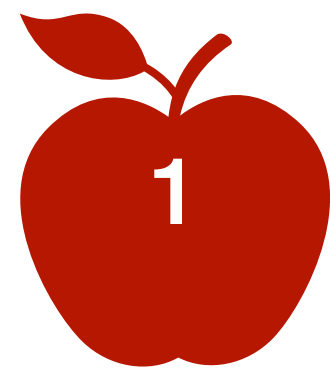
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How can you find the low hanging fruit?



How to find the low hanging fruit



Mine the data in FM Audit

Go to your top 50 current customers (highest spend & units) that you have and identify which ones have unmanaged printers.



Mine the data in FM Audit

Look for customers printing 1,400 per month in COLOR on unmanaged desktops.

$$1,400 \times \$0.14 = \$196 / \text{mo}$$



Mine the data in FM Audit

Look for customers printing 8,000 per month in BW on unmanaged desktops.

$$8,000 \times \$0.025 = \$200 / \text{mo}$$



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How can you present your case to create interest?



How to present your case for MPS

- 1 Printing costs are unmanaged today



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How to present your case for MPS

- 1 Printing costs are unmanaged today



chanel no 5

\$26,000 Per Gallon



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How to present your case for MPS

1

Printing costs are unmanaged today



chanel no 5



cobra venom

\$153,000 Per Gallon



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How to present your case for MPS

1

Printing costs are unmanaged today



chanel no 5



cobra venom



human blood

\$1,500 Per Gallon



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How to present your case for MPS

1 Printing costs are unmanaged today



chanel no 5



cobra venom



human blood



insulin

\$9,400 Per Gallon



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How to present your case for MPS

1 Printing costs are unmanaged today



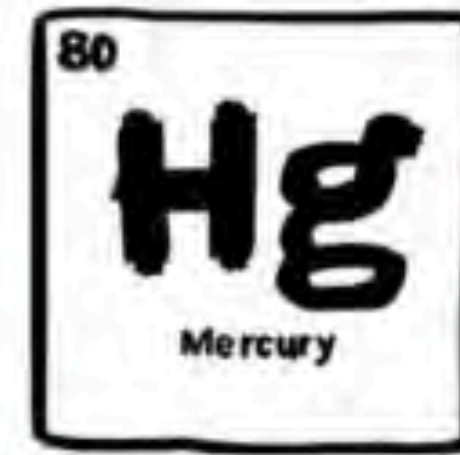
chanel no 5



cobra venom



human blood



mercury



insulin

\$3,400 Per Gallon



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How to present your case for MPS

1 Printing costs are unmanaged today



chanel no 5



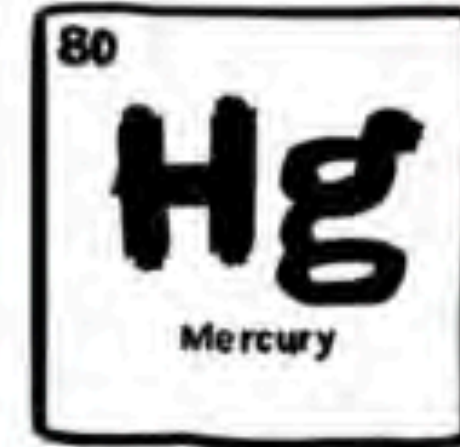
cobra venom



human blood



scorpion venom



mercury



insulin

\$39,000,000 Per Gallon



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How to present your case for MPS

1 Printing costs are unmanaged today



chanel no 5



cobra venom



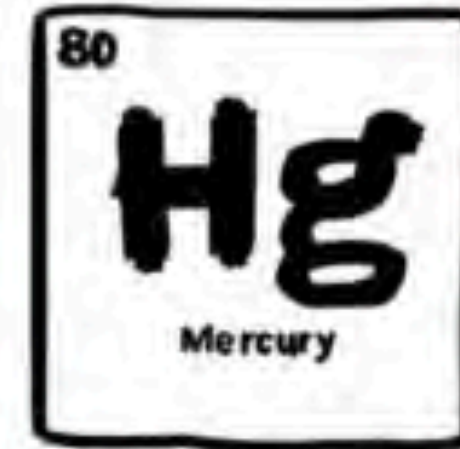
human blood



black ink



scorpion venom



mercury



insulin

\$2,700 Per Gallon



How To Sell Your MPS Deals

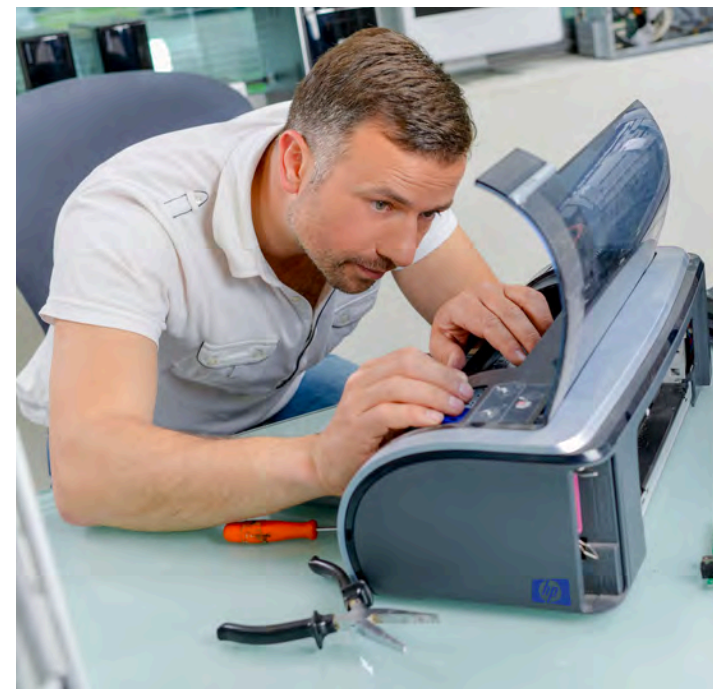
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How to present your case for MPS

1 Printing costs are unmanaged today

2 **Bring light to the many costs with printing**



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How to present your case for MPS

- 1 Printing costs are unmanaged today
- 2 Bring light to the many costs with printing
- 3 **Use general cost estimates**

Their estimated cost:

8,000 BW prints
x (.04 per page)
= **\$320 per month**

Includes:
only toner

Your cost:

8,000 BW prints
x (.025 per page)
= **\$200 per month**

Includes:
toner, service,
& management



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How to present your case for MPS

- 1 Printing costs are unmanaged today
- 2 Bring light to the many costs with printing
- 3 **Use general cost estimates**

Their estimated cost:

1,400 COLOR prints
x (.25 per page)
= **\$350 per month**

Includes:
only toner

Your cost:

1,400 COLOR prints
x (.14 per page)
= **\$196 per month**

Includes:
toner, service,
& management



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How to present your case for MPS

- 1 Printing costs are unmanaged today
- 2 Bring light to the many costs with printing
- 3 Use general cost estimates
- 4 **Summarize the value of your MPS program**

	No MPS	With MPS	Benefits
Reporting	N/A	Yes!	😎
Auto-ship toner	N/A	Yes!	😎
Service & Parts	N/A	Yes!	😎



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Where can I go for more
information?



Next Steps

www.modernsalestraining.com/bta



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MODERN SALES TRAINING Business training webinar for BTA members

1



BTA Business Technology Association®
—Member—
COPIER SALES TRAINING COURSE

MODERN SALES TRAINING

2



copier dealer owner
GROWTH MASTERMIND
MPS Checklist

DOWNLOAD HERE

GET THE PROVEN CHECKLIST USED BY MEGA DEALERS!

3



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