



Office Printing Channel Program Partner Update

July 2009

Partner Resources

Resources

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- » [HP Expressways](#)
- » [HP Edgeline Technology](#)
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Program Information

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Tips on the Tube

[Establishing Credibility](#)
by Andrea Sittig-Rolf



HP Color LaserJets vs. Xerox

There are a few things you want to consider if you're comparing HP Color LaserJet printers and MFPs to their counterparts from Xerox: Whose imaging and printing technologies are more likely to keep your customers busy office running smoothly, and which vendor's products will cost less over time? Learn more about how HP Color LaserJet printers and MFP's compare to Xerox.

[Click here](#)

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Trade-in and Save Program Update

On July 1st the popular Trade-in and Save program was updated. The program runs for the entire 2009 calendar year. Both the partner and HP Trade-in & Save web sites have been updated. Please check out the updated terms and conditions and see attached summary of cash back offer changes and program overview presentation.

- Program expanded to include HP Scanjets as well as HP Care Packs -- see updated terms and conditions for details
- Provided Flat rebate consistency between OfficeJet Pro(OPJ) and select LaserJet products
- Flat \$75 everyday Trade-in & Save rebate amount on select products (LJ 2xxx products and flat \$50 on OJP products)
- Value products (LJ 3xxx & 4xxx) will still have varying amounts
- No longer combinable with 0% financing

Suggested Actions:

- Review updated Terms and Conditions as well as FAQ's at www.hp.com/go/tradeandsave1
- Visit the IPG Partner Expressway to take advantage of the new tools and content

New In-House Marketing, MFP and Green IT Event Kits Available

New "Printer Plus" Tools

Create awareness and drive demand for HP Multifunction printers with co-brandable direct and email communications. The new kit also includes copy to use in your catalogs, websites, and other marketing materials, web banners, and email signatures. Available now under Sales and Co-op Kits on the HP Multifunction Expressway on the HP Partner Portal. [Click here](#)

August 24th Webjet Admin training webinar



Save the date!

Mark your calendars now and save the date of Monday August 24th to attend our next OPCP sales training webinar. Subject matter expert, Joe Blass, will cover important updates on Webjet Admin and UPD. Your webinar invitation is forthcoming.

How to Leverage Social Networking to Get New Appointments

Perhaps the most frustrating thing about selling is having a product or solution that could truly help a company but not being able to get an appointment to talk about it. To read the full article, [click here](#).



Green IT Event Kit

Want to hold your own Green IT event? We've created a kit to assist our channel partners in the delivery of Green + Printing events. The kit contains event guidelines and tips, co-brandable invitations, and customer-ready presentations. Visit the Environmental Expressway on the HP Partner Portal to download the kit today. [Click here](#)

Campaign Central tools

Don't forget to check Campaign Central on the HP Partner Portal – new materials are added often to support your marketing efforts. [Click here](#)

Drive HP Color Printing

Contact Name: Mary Hart, mary.hart@hp.com

The first of many marketing tools to drive HP Color Printing launched this week – and more are on the way. Assets incorporate Color LaserJet, Officejet Pro and Supplies. Here's a quick overview. Feel free to contact me if you have any questions.

Market Your Business Toolkit launches for Partners

Customers can save up to 50% when they print their own short-run marketing materials vs. outsourcing to a copy shop. The HP Market Your Business Toolkit provides Retail and Commercial channel partners with sales and marketing tools to sell HP Color. This kit includes presentations, datasheets, customer success stories, co-branded communication tools, and print samples of the professional print-quality that customers can expect when they print on HP Color LaserJet or Officejet Pro printers using Original HP Supplies.



The Market Your Business Toolkit is available on the Color Partner Express on the IPG Partner Expressway. Printed kits are being shipped to partners now and a limited quantity is available upon request. Contact Mary Hart to request a printed kit.

Using SMB Customer Insights to Drive Color Printing

More than 4 million small businesses (1-49 employees) have a need to print marketing materials and client-facing documents. More than 50% of these businesses outsource their color printing for convenience and perceived cost advantage. Using SMB segmentation, we're developing an integrated campaign that targets ambitious business owners who see that value of color printing to stand out from competitors, impress clients, and look professional but tend to outsource.

Scheduled for rollout to [partners end of August](#) and to [customers in mid-September](#), the In-House Marketing Campaign will reinforce the impact of marketing materials on business success and demonstrate the ease of bringing printing in-house and associated cost savings. HP Color LaserJet, Officejet Pro and Supplies will be integrated.

HP.com Color Printing Center

The [Color Printing Center](#) is undergoing a color refresh. Look for a launch announcement to come September 1st.

HP Scanjet 7000 – "Outstanding Workgroup Scanner" Award Winner

Contact Name: Perry Ralph, perry.ralph@hp.com

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Buyers Laboratory Inc. (BLI), the world's leading independent evaluator of document imaging products and solutions, announced the HP Scanjet 7000 was a Spring 2009 "Pick" winner. BLI's semi-annual "Pick" awards are given to the hardware offerings that measure up as the best in BLI's comprehensive evaluations. The HP Scanjet 7000 was tested and given a "highly recommended" evaluation and was also awarded the BLI Spring 2009 "Pick" for the "**Outstanding Workgroup Scanner**".

The BLI Lab Test Report states "Based on its very good overall performance and excellent overall functionality, BLI highly recommends the HP Scanjet 7000 for workgroup scanning environments". BLI rated reliability, media handling, productivity, and file size as excellent for the HP Scanjet 7000. Based on BLI evaluations of competitive products, the HP Scanjet 7000 meets or exceeds our competition in virtually every parameter tested.

The HP Scanjet 5000 received also high marks in the BLI Lab Test Report and was rated as a "highly recommended" workgroup scanner.

Both the Scanjet 7000 and Scanjet 5000 are available and shipping.

Prepare for Prospecting



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Development

Technology has made the first appointment significantly more effective—for those that prepare. Years ago sales trainer focused their students on a series of questions for the initial appointment: What are your largest business challenges? What is the CEO's strategic direction? Who are your largest customers?

Unfortunately, many sales executives still pick up the phone or walk into a first appointment without basic information about the company or the person they are meeting with. Frost & Woods may sound like a law firm but a quick look at their website would have informed you that they are an insurance agency, before you jumped into your law firm reference sell. This example may seem inconceivable to some reading this article, but in our consulting practice we see seasoned reps making this mistake every day: And losing sales.

To successfully position yourself as a consultative sales person you need prepare for your calls and your appointments. This does not take a lot of time. Start with the company's website. Information you will want to look for:

1. What is the company's / firm's business
2. Do they have multiple offices
3. How do they differentiate themselves in their business segment
4. Is there a listing of officers / decision makers
5. If they are public review their quarterly presentation found on the investor relations page
6. Review the press releases

Once you spend 10-15 minutes reviewing this information you will have a fairly good understanding of the company. The next step is to do a simple search on the company name—or the name of the person you are meeting with—to see if any helpful information surfaces. Don't spend a lot of time with this step as it is unstructured so it can bog you down with information.

Finally, you want to know about the person you are meeting with. The aforementioned search may surface some information, but there are sites that will provide you with great information. My first source is LinkedIn (<http://www.linkedin.com>). If the person is a member I will be able to view their entire "resume." Knowing their career history, interests, and education will help set me apart from the sales executive that doesn't take the time to conduct basic research. Facebook is another source of information, although, I find LinkedIn to be more robust for business contacts.

Picture the first appointment. I know that the IT director I am meeting with earned his BS in information technology from Central Michigan and an MBA from Notre Dame. I walk into the appointment with a Fighting Irish hat I ordered over the web—or some other inexpensive token that demonstrates I have conducted some research without making the prospect feel uncomfortable with the value of the gesture. In my presentation I am able to reference their "vendor of the year" as one of our customer's because I reviewed their website press release section. I also reference the CEO's "green focus" in my presentation. From the second I walked into the IT director's office I have positioned myself as a professional that spent time to understand this person's business. My research paid off.

My competitor walks in the next day to present the strength's of his company. Seeing the Fighting Irish hat on the IT director's bookshelf he asks "Did you go to Notre Dame or are you just a fan?" He then sits down and proceeds with his questions ... "What are your company's top priorities." He'll never know why he didn't get a second appointment.

Tom Callinan is the founding principal of Strategy Development, a management consulting firm for the technology and outsourcing space specializing in business planning, sales effectiveness, advanced sales training, and operational and service improvement (<http://www.strategydevelopment.org>). From 1998-2005, Callinan was an executive with IKON Office Solutions, most recently vice president and general manager of IKON's largest business unit with revenue of \$1.4 billion. Prior to IKON, Callinan was the founder and CEO

of Copifax, Inc, a copier dealership that was recognized with numerous awards including inclusion on the INC 500 list of fastest growing private US companies. Copifax was acquired by IKON in 1997. Callinan graduated with high honors from The Wharton School, University of Pennsylvania. Tom can be reached at callinan@strategydevelopment.org or (610) 527-3317.

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