



Dealer Business Development

6 Steps To Building a Successful Dealer Partnership

Dealer Business Development Program	
Version	Date
V 0.10	2.12.2020

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1. Preface

1.1. Why Become an Objectif Lune Dealer?

We focus on outbound transactions both digital and print. Corporate America's print volume is statistically 80% transactions and across all companies 86% of all transactions are still paper based. OL Connect transforms print to digital, moves print to mobile applications and optimizes transactional print.

Typical Applications:

- Accounts Receivable and Collection Management
- Proof of Delivery and Field Service
- Mobile Credit Card Processing
- Mail Optimization for Transactional Print
- Ad Hoc Print and Mail Consolidation
- Correspondence Management

The technology complements perfectly Document Management or ECM systems that are mostly focussed on inbound applications, like AP, HR and Document Retention.

Dealers that currently sell Document Management systems possess most of the skills required to be successfully position and sell with OL Connect. OL Connect complements Document Management sales well because it is focused on transaction document creation and delivery in print, digital or as a mobile application. We have connectors to the major ECM products as end points to our solution.

Objectif Lune's Mobile Technology, Capture On The Go, helps our Partners sell into the fast growing mobile workflow space with applications like Proof of Delivery and Field Service.

Become an Objectif Lune dealer and sell high margin solutions that complement your ECM business and "MPS" based business models.

Objectif Lune has all the resources required to help a reseller become successful with OL Connect as part of a solutions portfolio.

2. Objectif Lune's Dealer Program

2.1. Philosophy

Objectif Lune believes developing dealers is not about putting obstacles in the way of business. All MFP, Printer, Document Management, and Solutions Dealers have the opportunity to expand their offering into the lucrative Digital Transformation, Mobility and Transaction Print space.

We are here to help facilitate that process. One of the most effective ways to gain knowledge of a product and its capabilities is to leverage Objectif Lune in the sales cycle and learn. We can assist you in explaining the ROI, demonstrating the technology and closing the deal.

It is not required to have dealer contracts and there is no upfront cost. We do however require focus and a commitment to work with us through this program.

2.2. Dealer Profile and Commitment

Objectif Lune believes a successful dealer of any solution will have the following profile. We look to work with our Dealer partners to develop the skills required to achieve success.

- Trained Solution Sales specialist on staff
- Trained Solution pre-sales engineering staff
- Post-sales professional services delivery capability
- A web presence communicating the solutions provided
- A marketing program, unearthing end user opportunity

The only commitment we ask for is to allow us to help you through the "6 Steps in Business Development" described below.

3. 6 Simple Business Development Steps

Your Objectif Lune sales manager will take you through our program. We will work with you on this simple six step program that is designed to help you introduce, promote and sell OL Connect.

1. Web Presence Development Support

- We will work with you on the messaging, graphics and content to add OL Connect to your web site. Our in-house graphic designer is at your disposal.

2. Outbound Marketing

- We have the tools to support you with outbound email campaigns.
- We can assist with email templates and creative development or we can host campaigns for you with our powerful marketing automation tools.

3. Sales Training

- We offer sales training over the web. We will train your sales professionals on where to pursue opportunities and how to expand your document management business leveraging the OL Connect products.

4. Demo Tools Setup

- All OL Connect products are available free of charge for demonstration purposes only.
- We will remotely assist in setting up the products in your showroom and/or employee PC's.
- In addition, we have a set of powerful and easy to use demo tools. These tools will help you with the opportunity to complete document management sales with a unique capabilities and significant ROI.

5. Technical Training

- Our pre-sales engineers will introduce your engineers to OL Connect and lead them to our powerful online learning site.
- We are also available in pre-sales engagements to help your engineers get up to speed and support them in early engagements. We build confidence by being available for support and assistance.

6. Pre-Sales Help from Objectif Lune

- The best way to learn the power of OL Connect is to engage a customer and leverage Objectif Lune in the sales process. We offer:
 - Phone based consulting with you and your customer
 - Web based product demonstrations
 - "Statement of Work" development assistance
 - Contracted profession services, that we sell through our dealers to assist in delivering product as required

4. Contacts

Sales

Mike Beard
973.780.0016
beardm@us.objectiflune.com

Marketing

Christine Knorowski
973.780-0023
knorowskic@us.objectiflune.com

We look forward to working with you and allocating one of our skilled sales managers to your account.