

## **PlanetPress Dealer Business Development**

### ***6 Steps To Building a Successful Dealer Partnership***

#### **Preface**

Why become an Objectif Lune Dealer?

Corporate America's print volume is statistically 80% transactions and across all companies 86% of all transactions are still paper based. PlanetPress is a Transaction Print and Workflow Solution that facilitates dealers sell into this profitable and print intensive space.

Dealers that currently sell Document Management systems possess most of the resources required to be successfully integrate with PlanetPress. PlanetPress in turn complements Document Management sales well because it is focused on transaction document creation and supplying such, in volume, print, and Document Management.

Additionally, Objectif Lune's "game changing" new Capture Technology and our Dealer Partners can control the entire document life cycle, with a focus on the volume of transactional documents.

Therefore, become an Objectif Lune dealer and sell high margin solutions that complement your "**Click**" based and "**MPS**" based business models.

Objectif Lune has all the resources required to help a reseller become successful with PlanetPress as part of a solutions portfolio. Our typical successful reseller partner typically has in place:

- 1) Solutions sales and technical staff
- 2) A concise and focused portfolio of products usually encompassing some of the following:
  - a. Document Management (DM)
  - b. Cost Recovery
  - c. Production Print Applications
  - d. Device Administration
  - e. Transaction Print and Workflow
- 3) Professional Services Delivery Expertise
- 4) Web Presence

#### **Objectif Lune's Dealer Program**

##### **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 transaction print and workflow 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

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Objectif Lune in the sales cycle and learn. We can assist you in you to explain the ROI, demonstrate, and sell the technology.

Initially, it is not required to have dealer contracts or funding. We do however require focus and a commitment to work with us through this program.

## **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.

- 1) Solution Sales specialist on staff (trained)
- 2) Solution pre-sales engineering staff (trained)
- 3) Post-sales professional services delivery capability
- 4) A web presence communicating the solutions provided
- 5) 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.

## **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 the PlanetPress Suite.

### **1) Web presence development support**

We will work with you on the messaging, graphics, and content to add PlanetPress 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 PlanetPress and PlanetPress Capture.

### **4) Demo Tools Setup**

All PlanetPress 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

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powerful and easy to use demo tools for PlanetPress Capture. 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 PlanetPress 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 PlanetPress is to engage a customer and leverage Objectif Lune in the sales process. We offer:

- a) Phone based consulting with you and your customer
- b) Web based product demonstrations
- c) "Statement of Work" development assistance
- d) Proof of Concept development at no charge when the customer has serious interest in the technology
- e) Contracted profession services, that we sell through our dealers to assist in delivering product as required

## Contacts

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