

Finding Solution Sales

#1 Goal

Find buyers: Identify vertical markets in your sales territory.

Consider:

Are they a prospective or existing customer?

Existing Customers:

Account Review: Follow-up, inquire how they're doing:

How do they like past services?

Are they experiencing new or continuing issues?

Do they have other needs? Keep in mind “Solution Selling.”

“Solution Selling” is a type of sales methodology where the seller addresses the customer's “pain” by giving them a service or a product for their “solution.”

Listen and match their needs with your services.

Keep in mind “My Wish List” to understand their needs.

Prospective Customers:

Find Key People in an organization through online resources:

- Linked In
- Inside View
- Customer Website
- Facebook (Generally for small, local companies).
- After identifying the decision makers, find out:
- What is important to them? Why? Utilize “My Wish List.”

2. What are other ways I can attract existing or prospective customers?

- Phone Calls
- Email Blasts: (See sample verbage)
- Webinars
- Invite to shows- i.e. Host a 'legal solutions' show and offer incentives:
“Attend today and receive 10% off your purchase at our show.”

Keep in Mind:



[REDACTED]
Hello Christy,

I hope your day is coming along well so far. Recently, I have been scheduling and conducting Account Reviews with current customers in my territory and with Nick's help, we have also been introducing Document Management Solutions that have been received very well. I would like to do the same thing at your office and since there are several departments with different workflows, I am wondering if we could set something up with those departments like we did back when we were putting together our solutions for the appropriate placement of equipment.

Is that something that you and I could coordinate or is that something that we would have to run through Nathan in California? If you could work with me on something like this, I would be most appreciative. Thanks.

Respectfully - Eddy

Hello [Name],

I am your Authorized Xerox Sales Agent. We have launched a new Total Office Legal Solution Suite that helps attorneys, paralegals and firm administrators to be more productive in the time they have.

Accurately convert documents to Microsoft Word or WordPerfect
Find virtually any document or email instantly
Share documents and files with clients, expert witnesses, and other lawfirms without having to upload them to the internet
Quickly convert PDF scans to Text Searchable PDFs
Bates stamp thousands of pages in seconds
and much more

Attached is a one page brochure outlining some of the capabilities of the new Total Office Legal Solution Suite.

We would like to follow up in a few days and see if this could be of interest to you. If you have any questions, please don't hesitate to let us know. We are

here to help.

Best regards,
Nick Rodriguez
Legal Solutions Executive
Xerox Agent
timj@xeroxsolutions.com

Online URL: <https://support.quikbox.com/article.php?id=162>