

2010 MPS Leadership Awards



Although there are numerous approaches to entering the MPS space, the quickest, and frequently least expensive route, is to partner with a qualified consulting and training firm. As the recipient of the 2010 MPSA Special Recognition Leadership Award for Education and Training, Strategy Development clearly fits the model of a qualified consulting firm.



The professional team at Strategy Development started consulting and training in the MPS space in early 2006, before MPS was the buzzword it is today. In early 2007 Strategy Development partnered with BTA to launch the BTA MPS Sales Workshop, known at that time as the BTA Print Management Workshop, and has since launched MPS focused workshops in business planning, sales management, and back office operations and service.



Most recently Strategy Development partnered with InfoTrends to launch the MPS Sales eLearning program that brings four years of MPS training experience to your desktop.

Training programs can quickly become dated and in a fast moving space like MPS “quickly” could be defined in months. What keeps Strategy Development’s training fresh and relevant is the laser focus of the Strategy Development team on helping companies achieve success combined with the experience gained in the team’s consulting engagements.

Tom Callinan, Ed Carroll, and David Ramos work each and every week on MPS sales opportunities with the firm’s scores of retained clients. On any given week the three sales consultants are working approximately 50 sales transactions across the country. When you work on 50 different sales opportunities each and every week you quickly gain perspective on sales strategy and tactics that succeed as well as how to handle competition within accounts. Mike Woodard and Jim Boulden, the service and operations consultants, spend their consulting time helping MPS providers implement and optimize all aspects of operations and service.

MPSA OBSERVATIONS

- Provides a comprehensive suite of services to help dealerships develop a strategic plan for MPS
- Suite of services is flexible based upon the defined gaps and requirements to include components such as education, mentoring and e-Learning solutions
- Standard offering includes Strategy Review with dealership to understand gaps and goals
- Flexible solutions cover everything from on-site assistance, monthly pipeline review, classroom and e-learning classes. Designed around dealership's needs
- Training and development team has a very strong background in the print industry



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The Strategy Development BTA MPS Sales Workshop is a two day workshop offered monthly, rotating around the country. Past participants included sales and leadership positions from manufacturers, printer VARS, system integrators, copier dealers, and parts and supply companies. The curriculum is tweaked each and every month based on the team's learning's from their consulting time: Once a year the program receives a major overhaul to keep pace with the changing MPS environment. Topics of the MPS sales workshop start with designing a territory and prospecting and progress through conducting the first appointment, a successful assessment and into pricing, composing business case based proposals and conducting quarterly account reviews.



The Strategy Development BTA MPS Operations and Service workshop is offered once per quarter and the curriculum is updated based on the consultants' learning's as well as with changes in technology that optimizes back office operations and service. Topics covered include how to set-up and what to include in a contract, who should service printers, printer/technician productivity ratios, system and people requirements for an effective MPS program, back-office processes and requirements, and maximizing profitability from your MPS program.

Every robust MPS initiative begins with a sound business plan. To help companies enter the MPS space, or to simply help them achieve their goals, Strategy Development developed the BTA Business Planning Workshop. This two and a half day workshop is instructed by Tom Callinan, Ed Carroll, and Jim Boulden and is designed to walk a reseller's or dealer's senior team through the entire planning process. Topics of the workshop include reading and interpreting financial statements, conducting SWOT analysis, industry trends in placements and prints, gap analysis and planning, succession planning, and operationalizing the plan to achieve success.

Strategy Development has a unique blend of consultants with deep experience in every aspect of the business at a functional level, a strong desire and skill at helping companies achieve success, and unmatched experience working sales opportunities as well as developing and executing on business plans and designing back office and service operations.

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MANAGED PRINT SERVICES ASSOCIATION

The Managed Print Services Association (MPSA) is an independent non-profit international organization that seeks to develop Standards and Best Practices within our industry.

The MPSA serves multiple segments of the industry including Customers, Dealers, Manufacturers and other providers of MPS Infrastructure.

On an annual basis the fourteen members of the MPSA Board that lead this industry vote on who we believe provide leadership within our industry.

For more information on the MPSA visit <http://yourmpsa.org>

