



Ricoh Sign & Graphic Professional Services

Business and Product Development Program

Training overview

Our consultants deploy a myriad of industry best practices, analysis, vertical market resources from Keypoint Intelligence - InfoTrends, and training exercises which enable your staff to meet today's most complicated product and service demands. The Business Development program is designed to match strategies with current equipment and software capabilities that drives transformational business for you, your company, and your customers.

Buying new equipment isn't enough; having a solid strategy that includes must-have market knowledge to align your customer's needs with your new investment is key to your success.

Take a **look** at Ricoh Production.

RICOH
imagine. change.

The Business Development Program is designed to maximize the effectiveness of your staff through a series of proven hands-on training exercises.

Training topics include:

- Business Gap Analysis
- Strengths and Weaknesses Assessment
- Identify New Opportunities
- Optimize New Product Production and Service Offerings
- New Product Marketing

Remote Engagements

- Company and Team Self Analysis
- Business Review WebEx
- Go-To Market WebEx
- Salesforce Training WebEx

On-Site Engagements

- Consultant Business Assessment
- New Business Strategy Review
- Product and Services Training

Engagement Lifecycle Example

- Customer Self Assessment
- Consultant Assessment
- Gap Analysis
- Vertical Market Study
- Identify New Product and Services
- New Product and Services Sales Training

We understand that no two work environments are exactly alike.



Program Highlights:



Business gap analysis

Analyze your current Sign and Graphic business and offerings, comparing results to industry leaders.

Strengths & weaknesses assessment

Forge new business practices that address areas of concerns and strengthen current processes to expand your Sign and Graphic product and services.

New product marketing

Our consultants will introduce effective and proven marketing opportunities commonly utilized within the various communities of the Sign and Graphic Industry.

Go-to market support

Our consultants will offer best practices to promote your new capabilities and train outside sales personnel how best to offer and close sales of the new products and services that you offer.