

Sample



Buyer Conversation Guide

PRINT MARKETPLACE



Using This Guide

The Buyer Conversation Guide helps you:

- Prepare for customer interactions
- Leverage IDC analyst insights and market knowledge
- Engage buyers in relevant and compelling conversations

You will learn:

- Contextual factors (e.g., industry trends, new gov't regulations, etc.) to identify new selling opportunities
- The roles of buyers on the purchase team
 - The business issues they face driving investments
 - How their job function affects the way they view technology
- Questions you can ask to identify pain points and hidden needs
- Talking points to connect what you sell to their needs in a convincing manner

Using This Guide

This guide is broken up into the following segments:



Background and Market Context



Key Buyer Roles



Opportunity Identification and Development



Key Talking Points

Background and Market Context

The State of the Print Marketplace



Today's Marketplace

US Unit Shipments by Device Type (K)

2015-20 CAGR %

Device Type	2013	2014	2015	2016	2017	2018	2015-20 CAGR %
Inkjet Printer	1449	1035	723	521	399	306	-23.0%
Inkjet MFP	16236	15419	15623	14523	13628	12715	-7.3%
Mono laser Printer	2087	2038	1825	1694	1588	1495	-6.2%
Mono Laser MFP	1824	1870	1755	1684	1615	1530	-5.6%

Today's Marketplace

US Unit Shipments by Device Type (K)

							2015-20 CAGR %
Color Laser Printer	551 2013	589 2014	553 2015	524 2016	497 2017	486 2018	-2.9%
Color laser MFP	862 2013	971 2014	1041 2015	1188 2016	1294 2017	1337 2018	-7.3%
Total							-6.5%



Industry trends point to a maturing market.

However, pockets of growth are available and should be **key targets**.

Looking ahead... Predictions

By 2017



Smart MFPs will be the foundation for a majority of enterprise office printing solutions driven by a focus on the user experience and access to greater functionality.

Companies will save over **\$1.5 billion** worldwide on supplies and paper as a result of paper reduction initiatives.

By 2018



Nearly **100%** of major brand owners/manufacturers will use digital print processes to produce some portion of their consumer-facing packaging.

1/3 of software suppliers in digital signage will be consolidated by larger stakeholders trying to invest in software and services that tie-in with 3rd platform technologies.

More than 25% of SMBs will contract with a provider for outsourced print and document services, aided by the transition to cloud delivery models and channel fulfillment.

Leading regulated companies increase print availability and adopt real-time analytics to drive multi-channel delivery to meet compliance goals and varying customer expectations.

Looking ahead... Predictions



By 2019

nearly **1/3** of all organizations will engage with a vendor in a contractual relationship for **print security**.

2/3 of businesses document **workflow strategies** will leverage 3rd platform technologies to re-engineer how regulatory compliance and security concerns are **resolved**.

We expect almost **all** new document **compliance regulations** to stipulate electronic format as an **acceptable medium**.



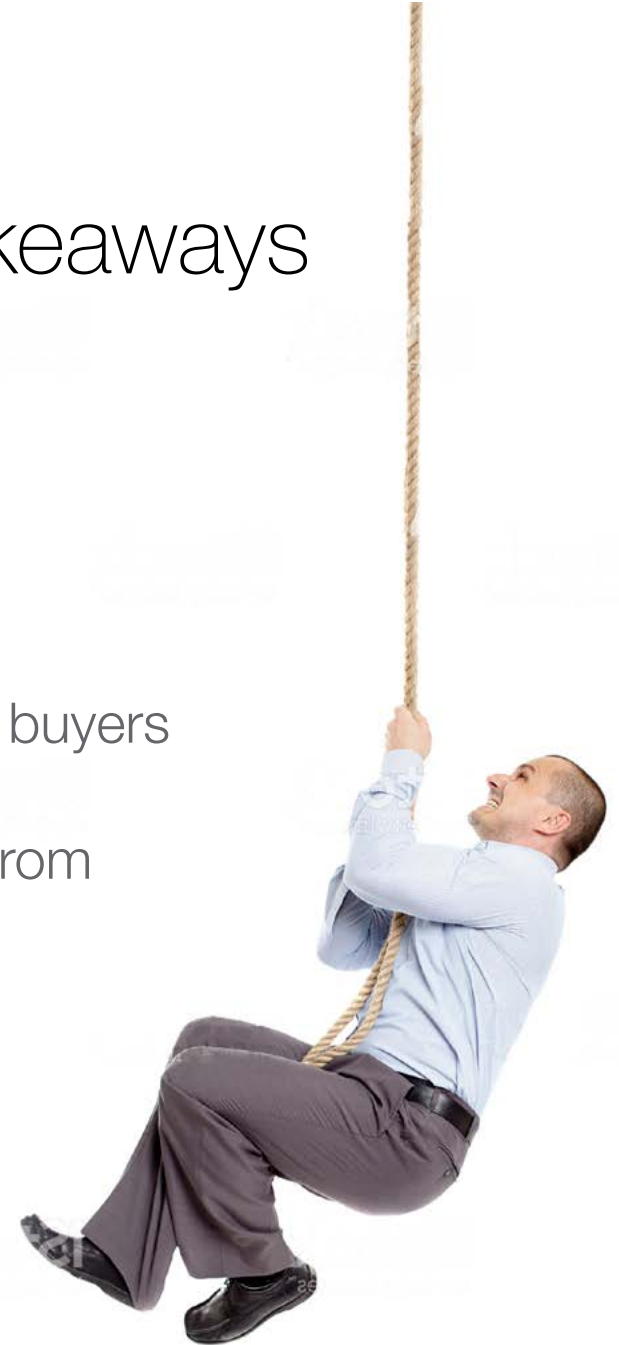
By 2020

Mobile print will be a **standard feature** and will cease to exist as a distinct product category.

Today's Printer Marketplace Key Takeaways

Your job isn't getting any easier

- The printer market is **maturing**
- Mature markets **get little attention** from many buyers
- **Digital Transformation** shifts emphasis away from paper-based processes
- Work environments are undergoing dramatic change that render some **older technologies obsolete**





Key Buyer Roles

The people to whom you need to be selling

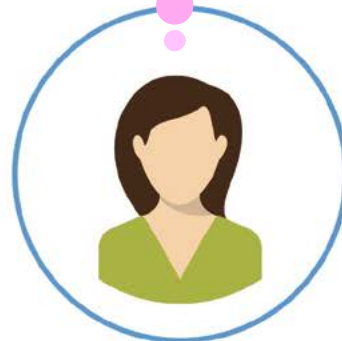
Today's tech buyers are smarter and more self-educated than ever

The success of thought leadership and content marketing has created a **hyper-educated buyer** that delays engagement with sales. To succeed in this shorter selling window, you must speak their language and know what is of interest to them...

What are the key market trends driving printer purchase decisions for buyers like me?



How are changes in print services affecting business outcomes in my industry?



How can I take advantage of 3rd platform technologies?



How can the technology we're considering affect my bottom line?

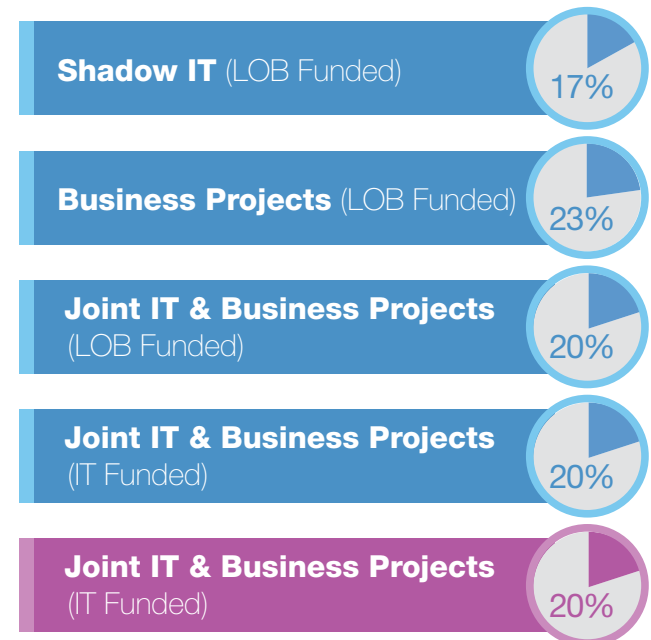


...And much more diverse

The changing nature of today's buying teams means that you are now facing a **new audience**. To speak to these teams, you must understand the perspective of functional leaders (e.g., CMO, CSO, CFO) and industry-specific buyer personas.

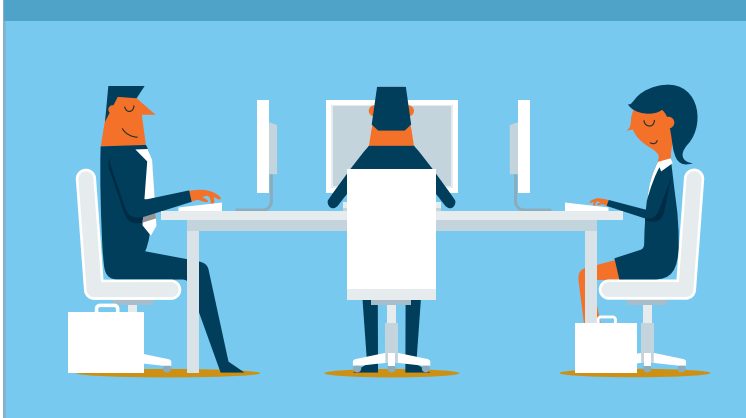
Today's buyers are different, often coming from outside of traditional IT

- Line-of-business (LOB) buyers are now **at the table 80%** of the time and control **60%** of the budget
- They view technology from a **3rd platform perspective** and care less about tech and more about **the business value** it can bring
- They **expect solutions** and how they are sold to be tailored to the needs of their **industry** and/or their **functional role**



Source: IDC 2015 Line of Business Study

Key Buyer Roles on Lines of Business

Where to find them		Primary business concerns
<ul style="list-style-type: none"> <input type="radio"/> All departments (general consumption) <input type="radio"/> Marketing (heavy consumer) <input type="radio"/> Sales (heavy consumer) <input type="radio"/> Engineering & design (heavy consumer of special format printers) 	<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <input type="radio"/> Features <input type="radio"/> Output quality </div> <div style="display: flex; justify-content: space-around;"> <input type="radio"/> Output speed <input type="radio"/> Product reliability </div> <p style="text-align: center; font-weight: bold; color: #0070C0; font-size: 1.2em;">Purchase decision drivers</p> 	<ul style="list-style-type: none"> <input type="radio"/> Specific to job function <input type="radio"/> Business agility and speed <input type="radio"/> Devices transparent to task (ease of use)

Opportunity Identification and Development

What to ask that will help you find opportunities to sell



To create a compelling buyer experience, you must understand the buyer's perspective and provide the information they seek



Leading with a product pitch will fail; start by talking about industry- or job-specific business issues

- Self-educating customers no longer need or want the basic information they can find online
- Line-of-business buyers don't care about technology per se – they are looking for solutions that have business value



Trust and the belief that your voice is worth hearing needs to be earned

- Salespeople must demonstrate an understanding of the market beyond their own products and services
- Knowing the technology decision drivers for LOB buyers and how technology implementation affects business outcomes is vital



Referencing 3rd party content demonstrates a broader perspective

- Vendors who bring expert opinions to customers and prospects will be rewarded
- Buyers still need to be educated, but the nature of that education must reflect today's marketplace and be tuned to the industry and role-specific needs of each buyer

Questions to identify pain points and opportunities to sell

- Is there a need to replace existing equipment?
- Is there a need to support mobile printing not currently being met?
- Is your printing environment secure? Does it meet compliance/regulatory needs?
- Do you have appropriate knowledge about the use and costs of the print environment? Do you have analytics?
- Are you balancing print and digital workflow? Are you employing appropriate management and optimizing it?
- What about the user experience; is the capability of the device being leveraged to its optimal level?



Key talking points

What to say to gain buyer's trust and earn the right to sell



Leverage a broad perspective on print and 3rd party insights to build trust

To create customer value, play the role of business productivity consultant by bringing 3rd party insights that can be tied to purchase decision drivers

“ According to IDC, nearly two thirds of businesses are at stage 1 or 2 of maturity (out of 5) for how they manage document workflows. This is a strong indication that many companies remain paper-centric and need help managing the transition to more digitally-based workflow processes. ”

“ IDC predicts that by 2019, 2/3s of businesses document workflow strategies will leverage 3rd platform technologies to re-engineer how regulatory compliance and security concerns are resolved. ”

“ Smart MFPs will be the foundation for a majority of enterprise office printing solutions driven by a focus on the user experience and access to greater functionality. ”



Be able to talk about the business value of what you sell by identifying and addressing hidden inefficiencies

Companies face continued pressure to reduce costs & increase productivity (i.e., transform), but...



Print and documents are still an often over-looked expense due to fragmented oversight



Inefficient, outdated, highly manual document processes, though painful, may not be top of mind for decision makers



There is low awareness of the potential opportunities for transformational improvements locked within these processes...



... and equally low awareness regarding the availability of optimized imaging devices and newer document management solutions to enable business process improvements

