



PartnerPro

THE ULTIMATE BUSINESS DEVELOPMENT PLATFORM

DIGITAL MARKETING

Make your website a
24x7 sales machine.

SELLING MPS TO WIN

Proven ideas to win more
pages under contract.

SELLING MIT TO WIN

Qualify more sales leads
with IT leaders.

SELLING TO WIN

Give your team consistent
selling fundamentals.

SALES LEADER COACHING

Supercharge B2B sales
with leadership coaching.



FROM OUR PARTNERS AT

DIGITEK

Your Business Growth Partner



PARTNERPRO.DIGITEK.COM

Our Partner Pro™ exclusive suite of true “Business Growth Solutions” gives you the competitive edge you want while stretching every dollar you spend on products, services and solutions infrastructure. You benefit from our investment in the industry’s first “Single Sign On” access to everything you need to drive revenue faster as a true solutions provider.

Now as a Digitek customer, you can leverage your spend on the IT products and services you currently buy in exchange for the business coaching and marketing resources you need to build recurring revenues you can count on each and every month.



DIGITAL MARKETING

Make your website a 24x7 sales machine.

Create more quality leads with professional inbound marketing services. Get a FREE Assessment! Contact us for details.



SELLING MPS TO WIN

Proven ideas to win more pages under contract.

Convert your customers’ current print-related spend into recurring revenue for your business.



SELLING MIT TO WIN

Qualify more sales leads with IT leaders.

Grow your business helping customers improve system performance with robust IT infrastructure.



SELLING TO WIN

Give your team consistent selling fundamentals.

Elevate your B2B sales readiness with the critical sales fundamentals you need to succeed!



SALES LEADER COACHING

Supercharge B2B sales with leadership coaching.

Elevate your teams performance with professional Sales Management Coaching.

Digital Marketing Services

Create more leads with professional inbound marketing services!



Is your website generating quality sales leads?

Let's make your website a 24x7 sales machine with inbound marketing services.

[LEARN MORE! partnerpro.digitek.com/digital-marketing](http://partnerpro.digitek.com/digital-marketing)

We're obsessed about lead generation for our Partners!

Do you find yourself complaining about the lack of ROI and disappointing lead generation from your current marketing spend? Our new "turnkey" inbound marketing services turn your website into a 24 x 7 sales machine!

SERVICE HIGHLIGHTS:

SOCIAL MEDIA

Professional content management on popular social channels

CUSTOM WEBSITE & SEO SERVICES

Let our team of experts improve your online presence!

Industry focuses include:

- Managed Print Services
- Document Workflow
- Managed IT Services
- Business Improvement

+ CUSTOM VIDEO SERVICES!

EMAIL CAMPAIGNS

Custom branded

CONTENT OFFERS

Convert site visitors into sales leads

BLOGGING

Optimized customer-facing content on the services you offer

Affordable packages starting at \$1,500 per month!

Contact us for a complimentary website assessment report that measures **7 key metrics** to determine if your website is generating qualified sales leads.

(Valued at \$475)



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72%
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62%
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90%
BUYERS LOOKING
ONLINE BEFORE
MAKING A DECISION

Selling MPS to Win

How to sell more pages under contract!



Professional Sales Training & Marketing

Convert your customers' current print-related spend into recurring revenue for your business.

FREE ACCESS!

Get free access to the first MPS Module!

LEARN MORE! partnerpro.digitek.com/mps-to-win-overview

Get the latest sales insights and best practices to create more sales opportunities and win more profitable pages under contract. New hires to tenured MPS sales executives will benefit from topical coaching modules showcasing best practices right across the Managed Print sales cycle.

Selling MPS to Win Modules Include:

- 1. The Business Case For MPS** – The compelling need for Managed Print.
- 2. Prospecting for MPS Opportunities** – How to prioritize accounts and how to engage.
- 3. Vertical Market Selling Strategies** – Industry-specific pain points that create MPS opportunities.
- 4. Top 7 MPS Sales Mistakes** – How to avoid common MPS pitfalls!
- 5. Handling MPS Objections** – Responses to real world MPS resistance.
- 6. TCO Calculation Strategies** – Critical steps to maximize your profit opportunity.
- 7. Presenting Your MPS Proposal** – how to maximize your chances for approval.
- 8. Effective Quarterly Business Reviews** – how to prepare and execute like a pro!

Ask about our optional MPS Marketing Kit!

Includes client presentation, 3 prospecting brochures, and demand generation video!



Training Highlights:

- Engaging video (not PowerPoint!)
- 10–15 minute modules (under 3 hours to complete)
- Hosted by sales performance coach & professional on camera talent
- Actor simulations of recommended selling skills
- Online testing and reporting
- Official certificate of completion
- Individual learning path for each person



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Selling Managed IT to Win

How to identify and qualify more MIT opportunities!



Professional Sales Training & Marketing

Grow your business helping customers improve system performance with robust IT infrastructure.

FREE ACCESS!

Get free access to the first MIT Module!

LEARN MORE! partnerpro.digitek.com/managed-it-to-win-overview

You've made the investment in infrastructure, but do 100% of your salespeople know how to identify and qualify a Managed IT sales opportunity? This program will get your entire sales team ready to build your recurring Managed IT revenues quicker with more qualified leads that make better use of your SME.

Selling Managed IT to Win Modules Include:

The Need for Managed IT

- Evolution of Office Technology
- Stats and Facts
- Common IT Challenges in SMB
- Popular Business Outcomes
- Digitek Pro Tip

Prospecting Strategies

- Identifying IT Targets
- The Value Proposition(s)
- Pre Call Preparation
- Phone, Email and Social Media
- Digitek Pro Tip

Sales Call Effectiveness

- Pre Call Planning
- Power Questions to Ask
- Open, Body, Close of The Ideal Sales Call
- Positive Signals and Red flags
- Digitek Pro Tip

Handling Resistance

- Why are Objections Good?
- Objection Handling Template
- Top 3 Objections and Responses
- Role Play Demonstration
- Digitek Pro Tip

Qualifying Opportunities and Engaging your Solutions Specialist

- Qualifying Sales Opportunities
- Red Flags to Avoid
- Advancing the Sales Cycle
- Engaging Your IT Specialist
- Digitek Pro Tip

Ask about our optional Managed IT Marketing Kit!

Includes client presentation, 3 prospecting brochures and demand generation video!



Training Highlights:

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Selling to Win

How to start and win more deals!



Professional Sales Training

Elevate your B2B sales readiness with the critical sales fundamentals you need to succeed!

FREE ACCESS!

Get free access to the first Selling to Win Module!

LEARN MORE! partnerpro.digitek.com/selling-to-win-overview

This is the perfect training program for anyone selling business-to-business products, services, or solutions. It teaches your entire team the fundamental skills they need to close more deals. Topical videos demonstrate proven techniques right across the solutions sales cycle.

Selling to Win Modules Include:

1. **Are You Ready To Sell?** – Take our sales readiness self-assessment.
2. **Power Prospecting** – Powerful phone, email and social engagement strategies.
3. **High-Gain Questions** – Learn when, why and how to ask high-gain questions.
4. **The Ultimate Sales Call** – See how to prepare and maximize your effectiveness.
5. **Objection Handling** – How to overcome common resistance with pro responses.
6. **Presentation Skills** – Pro tips for delivering an effective presentation.
7. **Qualifying Opportunities** – Let's make sure you're focusing on real opportunities.
8. **Proposal Pro Tips** – Discover how to make your proposal more compelling.
9. **Negotiating Best Practices** – Proven techniques to protect your margin.
10. **Gaining Commitment** – Best practices to secure the business.

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Sales Leader Coaching

The Art of Running Effective Sales Meetings



Make every meeting more productive for you and your people.

LEARN MORE! partnerpro.digitek.com/sales-leader-coaching/

Today's sales leader is tasked with planning and executing purposeful sales meetings that inspire, educate and generate profitable revenue through their people. Filled with field proven best practices you can implement right away, this exclusive video is perfect for new and seasoned sales leaders to make an immediate impact.

"61% of salespeople experience unproductive sales meetings on a regular basis" — selltowin.com

This Module "The Art of Running Effective Sales Meetings" Includes:

1. **Pre Meeting Decisions** – Do you need to meet?
2. **TOP 10 Sales Meeting Mistakes** – Classic mistakes and how to avoid them!
3. **Effective Sales Meeting Pro Tips** – Proven techniques to achieve your meeting objectives.
4. **Skill Growth Selling Exercises** – Engaging activities to improve skills and performance.



Leader Coaching Highlights:

- 28 minutes of practical ideas
- Engaging video (not PowerPoint!)
- Hosted by award winning sales performance coach
- Downloadable module Cheat Sheet



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Your Business Growth Partner 

Digitek is an industry-leading provider of business growth tools that help our customers compete and win in the imaging space. Our Partner Pro business growth platform helps service providers to attract new customers, expand their MPS, Managed IT and other solutions portfolios, and grow recurring revenue with the unique combination of on-demand, video-based professional sales training and digital marketing programs. Digitek is a distributor of OEM and compatible imaging supplies and hardware with national distribution for all the top brands, and offers R2 Recycling capabilities and custom labeling.

Visit www.digitek.com or call 888-353-0301.



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