

Office Solutions & Managed Services Providers

HOW TO
**INCREASE
CUSTOMERS**

25% or More!

broca|mktg

Business would be so much easier if you could...

- **Stop CHASING SALES**
- **Find more quality leads at a lower cost**
- **Gain an edge in growing Managed IT and other services**
- **Stand out from everyone else in the Office Solutions vertical**
- **Find quality employees and maximize their success**



The answer starts with evolving to today's B2B market.

To win and grow, Office Solutions dealers need to focus on the end user experience.

Margins are lower, there is less of a demand for print. Adding services is critical, but it brings more of the same challenges. Now you're competing directly with established IT Services providers, niche MPS providers, and established competitors in every category you add.

'Future proof' your business for growth.

Maximize the value of your biggest asset...your customers! Engage buyers, customers, and end users on their own terms. Redefine the meaning of 'customer support & service'. This different approach will set business apart from the competition.



I'VE BEEN THERE This approach grew my business from \$3 million in sales to over \$12 million...in just 12 months

I was right where you are with my first business selling products into channel customers. At first, growth seemed easy working with people who knew me and wanted to do business with me. But those first relationships only go so far.

After building to \$3 million in annual sales, we hit a wall. I found myself working more, investing more, and taking on more risk just to maintain the business. Margins were getting tighter, and we were fighting against larger, better financed competitors.

We needed to make up for sharper margins with more volume. The challenge was getting in the door with larger customers. We were a small business selling a commodity product. There seemed to be nothing different about my business or products that would stand out. Those larger customers didn't even notice me.

THEN IT HIT ME LIKE A TON OF BRICKS.

I realized a trend in what my end users were buying, and buying well. Using data from customers, I changed our focus from selling to our buyers to selling through to THEIR END USERS.

First, I went through every process of my business. If my name was on the label, buying my product was going to create an experience for every end user. Next, I looked at every customer and end user facing part of the business - customer service, AP/AR, finance, sales. The goal was to make every contact with my brand and business a positive experience.

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SALES ABSOLUTELY TOOK OFF.

Everything our customers bought sold out in days. Customer reorders were coming in daily, and order sizes doubled.

End users were buying multiple products...and telling their friends!

Most importantly, we made our direct customers - the buyers - look like total rock stars! Their success with us was directly reflected in their sales and ROI. Our new focus made working with us a profitable, genuinely easy experience.

It went beyond just selling more to our existing customers.

Buyers talk. It's a small peer community and they're always willing to share valuable resources with each other.

So the buyers at our smaller customers got the word out to buyers at the larger customers. They couldn't ignore the results. Where before I couldn't even get those buyers on the phone, they were now calling ME!

Over the next 12 months, we repeated this successful formula to scale for our original customers and new, national customers. Our annual sales jumped from \$3 million to over \$12 million... Just by focusing on how to make end users feel amazing.

A photograph of two men on a rooftop. The man on the left, wearing a light-colored button-down shirt, is holding a black smartphone and looking at the screen. The man on the right, wearing a dark blue t-shirt, is leaning over his shoulder, also looking at the phone and smiling. The background shows a city skyline with buildings and a railing. The image has a semi-transparent dark overlay.

**What do your
customers and
end users say
about you?**

Your CUSTOMERS are your most valuable assets...

**How can dealers grow their customers by
25% to 50%?**

***Focus on earning 1 new customer from every 2-3
existing customers!***

The Secret?

It takes more than just asking for referrals...



Are your end users raving about you to their peers?

84% of B2B buyers start the purchasing process with a referral*

More than 90% of all B2B buying decisions are influenced by peer recommendations*

Yet B2B Companies still spend 78% of their marketing on chasing cold strangers instead of engaging existing customers

**How B2B Sales Can Benefit from Social Selling by Laurence Minsky and Keith A. Quesenberry
Harvard Business Review*

Shift your perspective and change the perception of your Office Solutions business!

- Create a 'culture of customer experience'.
- Product is secondary. Being a fantastic sales & marketing company is critical.
- Sell services by earning trust, building relationships, giving *confidence* to every user. Success with services makes selling products so much easier!
- Refocus your people to support the end user experience.
- Communicate with customers and end users like people, not sales quotas!

Earn new leads from customers simply by delivering what you sold them!

END USERS are an untapped resource for quality leads

End users...

- already experience your service and support
- use your products every day
- see your logo every day - brand recognition

Make them WANT to recommend you to friends and peers!



SO HOW DO YOU GET THERE? **CULTURE**

Many Office Solutions businesses are built with a legacy mindset from the height of the copier days. The company culture is built upon a decades old way of selling boxes and doing enough to keep those machines running until the lease ends. Today, 'office solutions' and 'office technology' play a much more important, visible role to customers. Moving past a transactional culture to one focused on customer success and end user experience is the game changer for growth. Redefining how you service and communicate with end users separates you from competing dealers...and gives you an advantage over the mega dealers!



SO HOW DO YOU GET THERE? **SALES & MARKETING**

Technology & the 'magic bullet'

Dealers may offer modern technology solutions, but they are mostly obsolete when it comes to sales & marketing. The traditional copier sale is simply transactional. But that's not how today's buyer interacts. To compensate, dealers apply legacy sales methods to new platforms (Google, social media, video). More time, more money, less quality 'leads'.

Dealer tactics & messaging are off the mark.

Buyers control what they want to see. And what they want is something that resonates personally to make them feel better, feel that it will improve their lives. Copiers and IT Services aren't pleasure points that buyers actively search for. How can you make a connection?

Lack of differentiation vs competitors...and more!

Award winning products, unmatched expertise, amazing support. Reduce costs. More efficient. Every dealer uses these words in their marketing. So do cleaning services, insurance agencies, dog walkers. Dealers are only different to buyers when a peer refers them directly. Which leads us to...

Dealers perceive more value in strangers than customers.

The traditional dealer sales model is to get in front of as many strangers as possible, make a sale, move on. Buyers have spent decades beoming experts at how to ignore old school sales tactics, and they're winning. Why focus on strangers who are actively ignoring you? You already have a database of people who use your services every day and WANT to give you business. Make it easy for them!



SO HOW DO YOU GET THERE? **SERVICE & SUPPORT**

The Office Solutions sales cycle is relatively short. The life of the contracts are much longer. That makes Service & Support a critical part of your business. It's how your customers judge you, talk about you, and what they expect of you. The rub is that end users today have direct access to tech support for every app they use, every piece of tech they touch. Their expectations are sky high and demands more than the level of service typically provided by copier dealers. ***End users want to call for help with confidence.*** It's critical for Office Solutions, and the only successful path for providing Managed IT Services. How confident are end users when they call your support? Get ahead of expectations and deliver a memorable, confident experience to end users every day.



SO HOW DO YOU GET THERE?

CUSTOMER COMMUNICATION

Many customers believe that they only hear from their Office Solutions vendor to be upsold. The only other interactions are with support when something stops working. It makes for a consistently negative level of communication. Creating consistent, positive communications with your customers and end users changes that perception. And perception is reality! Use interactive communication with end users to create a connection to your brand that feels more positive, personal for them. You'll find that they will refer your business to their network because they'll feel like they *know* you!



Broca vCMO makes it easy to 'future proof' for growth!

The greatest challenge of all is knowing how to step outside of your business to solve the needs of your customers.

The Broca process sees both sides of the transaction and relationship. Our **Broca vCMO Office Solutions Success Program** connects your mission to buyer's needs. It's a future proof, flexible update to drive successful growth for your business.

We keep you on track as your business evolves to how buyers want to buy, and deliver an amazing customer experience to every end user.

The goal is GROWTH for today and long term.

Broca Customer Success Program for Office Solutions

- **Business + Customer Deep Dive (\$4000 value)**
 - Evaluate every customer and end user touchpoint
 - Evaluate dealer support structure
 - Evaluate how the dealer's mission and 'personality' connect from leadership to the last person on the totem pole
 - Review customers - size, verticals, products, talk to several good customers
- **Marketing Plan + Strategy (\$4000 value)**
- **vCMO Consulting Services** for 6 mos implement and execute plan (\$12,000 value)
- **15% Discount on Broca Marketing Services** (but we'll happily work with the dealer's resources)

Added benefit: This will help dealers become more successful at selling services such as Managed IT. Good MSP's know customers care less about the technology stack and more about confident, complete support.

Broca Customer Success Program for Office Solutions

LIMITED OFFER...ONLY 7 SLOTS AVAILABLE!

Total Investment = \$8,382*

Total Value = \$20,000

*\$1,397/mo for 6 months in one time payment

Let's Get Started TODAY...

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