

Benefits of Selling Content Management

Your customers aren't just looking for hardware any more. Your customers are savvy and have real business problems that they face everyday. Your customers are looking for solutions to these problems.

The more you are able to position your dealership as a place where your customers can get answers to the problems that they face in their business everyday, the more of a trusted partner you become to them, which makes them want to purchase more solution-driven products from you to help push their business forward.

Selling Questys Document and Content Management Solutions helps copier/MFP dealers:

- Questys products allow your organization to sell an overall *solution* to your customers' problems rather than simply filling a hardware need. **The result...less commoditization of your products.** You will retain your customers for a longer period of time and be less pressured to enter "price wars" with your competitors when selling MFPs.
- Questys software and services establish a new, lucrative revenue stream for your organization.
- Up-sell your existing clients. Earn additional revenue and further entrench yourself within the customer's organization, making your copier/MFP renewals easier to attain.
- Lead with DM/CM. Let our products bring you more customers by leading with the DM/CM solution. Many times, a prospect may be interested in DM/CM, but they have recently signed a lease with a competitor for their MFPs. Sell the DM solution to earn revenue while establishing a relationship with the client. When the copiers/MFPs come up for renewal, you are guaranteed to be a front-runner.
- Big margins on sales and incentives for both the reseller owners/managers and reseller reps.
- Enjoy a dedicated sales team that helps with all leads.
- Ensure your customer's satisfaction with Questys training and support .

Benefits of Selling CM