Xerox® Channel Partner Playbook

xerox™

About this Playbook

The Xerox® Channel Partner Marketing Playbook provides resources to help you drive new revenue opportunities while developing winning strategies for selling, marketing, and lead generation.

Each play contains a solution overview, the objectives of the play, as well as the target audience. A robust set of assets, such as training, demand generation, and competitive information is included to give you everything needed to close a deal:

Play 1 featuring the Xerox App Gallery, explains how apps solve customer needs, and describes resources to help you sell them.

Play 2 offers Xerox® VersaLink® Color MFPs with software upgrades to bring buyers the latest functionality and value.

Play 3 covers the Xerox® C60/C70 Color Printer to target your new business opportunities with amazing media applications.

Allocate your investments and activities to focus on one or more of the 3 lucrative areas using the following designated Play dynamics to drive sales now and accelerate your success.

Using the Playbook Effectively

Read through the playbook first to familiarize yourself with the layout and content, and then review these summaries to decide which areas to focus on. Once you have a fixed direction, share the playbook with your team.

WHY WORKING WITH XEROX ON MARKETING PLAYS DRIVE SALES

Cross-Sell and Up-Sell to Existing Customers	• Maximize the potential from existing customers • Offer additional products/services/solutions
Acquire New Customers	• Gain share • Target prospects
Competitive Edge	• Grow wallet share • Displace competitors

PLAY 1:
Apps
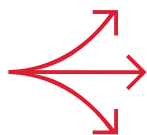## Xerox App Gallery

Apps
Xerox App Gallery

SOLUTIONS OVERVIEW

89% of today's business customers say Apps are a critical part of their purchase of an MFP. Over **85%** have been able to replace a full software application with an MFP app.

The award-winning Xerox Apps Ecosystem enables your customers with the power to streamline their business process with a collection of specific business workplace apps designed to transform the way documents and data are handled. These apps connect directly to business-critical systems to automate processes and improve productivity. Purchasing and installation are push-button easy for your customers, and your profit is easily retrieved via direct or customer purchase methods.

TARGET AUDIENCE

Apps support a smarter workplace — period—for small, medium and large businesses. The collection of Business Apps featured in this Play are well-suited primarily for SMBs but also meet the needs of larger enterprise.

OBJECTIVES OF THE PLAY

Focus of the play is on empowering your customers to streamline their business processes with a specially-assembled collection of our most effective Business Apps, available in the Xerox App Gallery. With our easy-to-use apps, a Xerox® ConnectKey® Technology-enabled printer or MFP becomes a well-connected, simple-to-use, smart workplace assistant:

- Apps enable fewer steps for the same process, improving overall business productivity, reducing potential errors and lowering costs.
- Apps require minimal-to-no-training, so employees embrace and use the technology easily.
- Apps add increased security of business-critical information thanks to secure, direct connections.

Apps
Xerox App Gallery

Workflow Apps

Get your customers connected. Help streamline their business processes and automate repetitive tasks with easy apps for their Xerox® ConnectKey® Technology-enabled printer or multifunction printer (MFP).

ICON	APP NAME	DESCRIPTION
CLOUD STORAGE—30-DAY FREE TRIAL		
Cloud connector apps make it safe and easy to create highly efficient workflows by connecting your customer's ConnectKey® Technology-enabled devices to their cloud storage app of choice. Users can scan directly to a cloud folder for easy sharing and collaboration, or print documents stored in the cloud directly at the MFP.		
	Connect 2.0 for Microsoft® Office 365®	Print from or scan to an individual or shared Microsoft® Office 365® account.
	Connect 2.0 for Google Drive™	Print from or scan to an individual or shared Google Drive™ account. This app makes it easier to digitize documents, collaborate and work on the go.
	Connect 2.0 for Microsoft® OneDrive®	Print from or scan to an individual or shared Microsoft® OneDrive® account.
CONVERT DOCUMENTS—30-DAY FREE TRIAL		
Help your customers go digital with their documents to save office space, lower costs, and reduce waste. Apps let them use their multifunction printer to convert paper documents into digital formats and resources allowing for easy emailing, storage, editing retrieval, translating and even listening.		
	Xerox® Easy Translator Service	This cloud-based service provides instant translations. Users simply scan their document on their ConnectKey® enabled MFP and receive a translation into one of over 50 languages via email notification and/or print at the MFP.
	Xerox® Audio Documents	Users can transform hardcopy documents into MP3 files. A link with the MP3 file is sent to the recipient's email for on-the-go access. In one easy scan, users can unleash new levels of productivity by listening to files, wherever, whenever.
	Capture Point®	Securely scan and automatically convert paper documents to digital and editable formats such as Word® and Excel®. Users can then transfer the files to email or cloud storage repositories.

Apps
Xerox App Gallery

ICON	NAME	DESCRIPTION
MOBILE WORKERS—FREE TO USE		
As mobile as workforces are today, mobile print needs to be convenient, simple and secure. Our mobile printer apps provide a simple, hassle-free experience—and enable print when, where, and how you need it.		
	@PrintByXerox	Users submit an email with any attachments that they wish to print and can use their password at a Xerox device running the @PrintByXerox app to release job(s).
	Xerox® Quick Link App	With the Xerox® Quick Link App on a Xerox® ConnectKey® Technology-enabled device, users can quickly connect to their laptop, desktop computer or mobile device through a simple email or QR code scan.
BUSINESS PROCESSES—30-DAY FREE TRIAL		
Businesses thrive on processes to deliver defined outcomes, but many are not running optimally. Our apps are designed to simplify and automate everyday office activities and improve productivity from expenses to forms management to automating approval processes.		
	Xerox® Connect App for Salesforce®	Reduces the need to manually enter data into a CRM by instantly digitizing and organizing users most important client documents for timely review and follow-up. User can easily access and search documents within their Salesforce account for printing or scan hardcopy documents into account folders right at the device.
	Xerox® Connect for QuickBooks® Online	Users can prepare, edit and submit an expense report with access to QuickBooks Online (QBO) right from their MFP.
	Xerox® Forms Manager App	Simplifies the process for managing multiple forms while reducing the risks associated with paper-based filing. Users scan multiple hardcopy forms in a few simple touches with pre-configured QR codes that automatically route forms to the designated email addresses.
	Xerox® Connect App for Concur	Eliminates hassles and inefficiencies in the expense reporting process with a few simple steps right at the MFP. Scan multiple receipts at once, and then preview the scan before submitting into the Concur expense system.
	Xerox® Auto-Redaction App	Users can remove sensitive and personally-dentifiable information (PII) from an entire document in seconds.

Apps
Xerox App Gallery

Step 1: Ramp Up

For a streamlined user experience, log in to the **Xerox Partner Portal**, then use the links below or follow the navigation path:

Xerox Partner Portal home page › **Sales** › **Sales Tools** › **SMART Centre** › **Office** › **Workflow Solutions** › **Xerox App Gallery** ›

Videos

- Xerox® Connect App for Salesforce®
- Xerox® Connect App for QuickBooks® Online
- Xerox® Connect App for Concur
- Xerox® Easy Translator Service—Spotlight Video

Support Collateral

- Xerox App Gallery Brochure
  Customer/Partner Facing Materials > Brochures >
  Xerox App Gallery Brochure

- Xerox App Gallery Customer Presentation v1.5
  Customer/Partner Facing Materials > Presentations >
  Xerox App Gallery Customer Presentation v1.5

- Xerox App Gallery Channel Partner Slides v3.0
  Customer/Partner Facing Materials > Channel Partner
  Guides > Xerox App Gallery Channel Partner Slides v3.0
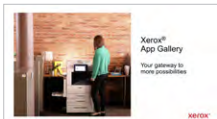
Self-Paced Learning

- **XAG50** Xerox App Gallery 5.0 Channel Partner Training
- **APPKICKR** App Kick-Starter for Sales
- **WPAVAL** Workplace Assistant Value Proposition

- Xerox App Gallery Frequently Asked Questions
  Internal Sales Support > FAQ > Xerox App Gallery
  Frequently Asked Questions

- Xerox Virtual Sector App Demo
  Customer/Partner Facing Materials > Virtual App Demos >
  Xerox Virtual Sector App Demo

Apps
Xerox App Gallery

Step 2: Download the Marketing Campaign Kit and Grab Attention

MARKETING TOOLS TO BUILD YOUR BUSINESS

Generating demand for products and services is easy when you use formatted emails and other marketing assets from Xerox. The Marketing Campaign Kit bundles together key items such as emails, copy, social media and collateral, all into one easily downloadable file. Choose an entire campaign or select specific assets to send individually.

APPS DEMAND GEN PARTNER CAMPAIGN

- You Scan, We Translate: Xerox® Easy Translator
- Spend Less Time Filing and More Time Closing: Xerox® Connect App for Salesforce®
- Expense Reporting Has Never Been So Easy: Xerox® Connect App for QuickBooks®
- Claim Expenses Faster, Get Paid Sooner: Xerox® Connect App for Concur
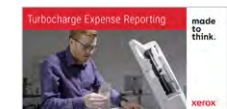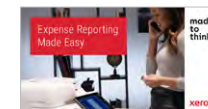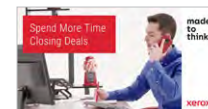
EMAILS TO BUILD YOUR BUSINESS

VERSATILE ADVERTISEMENTS FOR DIGITAL OR PRINT USE

SOCIAL MEDIA IMAGES AND COPY FOR AMPLIFICATION

To download the Campaign Kit, log in to the **Xerox Partner Portal** and access via this navigation path:
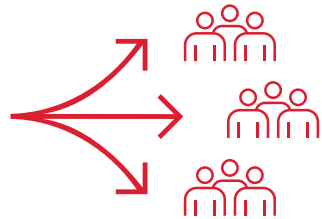**Xerox Partner Portal home page › Marketing › Campaign Kits**

Apps
Xerox App Gallery

eCommerce for the Xerox App Gallery enhances the app-purchasing experience.

Access the online platform 24/7.

Expand your sales potential with a global audience.

100

Receive a share of the profits from each transaction.

Two great ways to sell…and profit:

OPTION 1: Customer Purchase Model

Step 1: Customer purchases an app via credit card.

Step 2: 2CheckOut manages the transaction and pays the affiliated reseller 20% and then collects, pays taxes, deducts fee and provides remaining funds to Xerox.

Step 3: Xerox pays the developer.

OPTION 2: Partner Purchase Model

Step 1: Partner purchases an app on behalf of the customer via the customer's subaccount using the partner's credit card.

Step 2: Partner bills customer directly. Ideal when offering value-add install service.*

Step 3: Xerox pays the developer.

For either way, sign up for an affiliate ID to avoid lost profits. Download Affiliate Sign Up Process Document >

*(Replaces interim process where 20% discount was previously refunded through affiliate account, after any purchase made at advertised price)

Step 3: Close the Deal

For a streamlined user experience, log in to the **Xerox Partner Portal** to access the tools below:

- **Workflow Mapping Tool**
  A tool designed to be simple and intuitive to use by sales to map out existing business processes within customer environments.
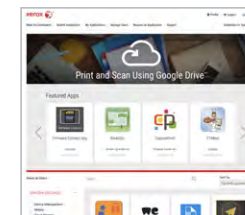
- **App Finder**
  The App Finder is a powerful search and filtering tool to find the apps that meet specific customer requirements.
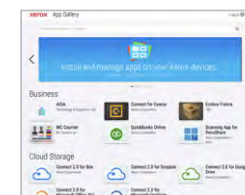
- **Xerox App Gallery**
  Check out the Xerox App Gallery to review and download the ever growing selection of apps developed to streamline how your customers deal with critical information.

PLAY 2:

VersaLink A4 MFPs

Xerox® VersaLink® C405, C505, C605 Color Multifunction Printers

VersaLink A4 MFPs

Xerox® VersaLink® C405, C505, C605
Color Multifunction Printers

SOLUTIONS OVERVIEW

The Xerox® VersaLink® family of products presents the ideal play for all your SMB office customers. Beyond its compelling value, it offers innovative functionality, security and the freedom to get work done on your customer's terms. Recent software upgrades are standard and include Remote Control Panel, Server Fax and Secure Scan, plus improved device management. Featured devices in Q3 are three of our top color MFP performers, the Xerox® VersaLink® C405, C505 and C605.
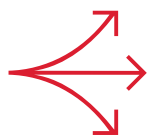
OBJECTIVES OF THE PLAY

VersaLink® MFPs set a new standard for what you can expect in workgroup productivity from Xerox. In the office or on the go, these highly configurable, cloud-connected workplace assistants deliver completely new capabilities that go far beyond the competition—at a competitive price:

- **Intuitive User Experience**—Highly intuitive user experience strikes a balance between simplicity and efficiency while giving the user the ability to personalize and customize.
- **Mobile and Cloud Ready**—Instant connectivity to cloud and mobile devices, with access to cloud-hosted services that let your customers work where, when and how they want.
- **Benchmark Security**—The most security-minded businesses and governments choose Xerox. We offer, a comprehensive approach to print security that includes a powerful mix of built-in security features and services that mitigate risk through a vigorous focus to **prevent** unauthorized access, **detect** suspect or malicious behavior, and **protect** data and documents.
- **Apps**—VersaLink multifunction printers come pre-loaded with mobile-like apps that simplify common tasks and allow for easy customization.

TARGET AUDIENCE

Focus your sales on small- to medium-sized workgroups looking for premier security, enhanced productivity, and unparalleled reliability. Ideal for mobile work teams with a new Secure Scan feature to multiple locations (network, cloud or email) directly from the touchscreen user interface.

Highlight the latest enhancements which enable efficiency gains in your customer's business processes and promote the Apps Play by sharing the Xerox App Gallery brochure.

BLI BUYERS LAB 2017 PICK
Xerox VersaLink C405 Series
Outstanding Color Multifunction Printer for Mid-Size Workgroups

2019 BLI BUYERS LAB LINE OF THE YEAR
Xerox VersaLink A4 Printers & MFPs
2019 Document Imaging Software Line of the Year

BLI BUYERS LAB 2018 PICK
Xerox VersaLink C505 Series
Outstanding Color Multifunction Printer for Mid-Size Workgroups

VersaLink A4 MFPs
## Xerox® VersaLink® C405, C505, C605 Color Multifunction Printers

Step 1: Ramp Up

🔍 For a streamlined user experience, log in to the **Xerox Partner Portal**, then use the links below or follow the navigation path:

Xerox Partner Portal home page › Sales › Sales Tools › SMART Centre › Office › Color Multifunction › VersaLink C405 ›

Support Collateral

- Xerox® VersaLink® C405 Brochure
- Xerox® VersaLink® C505 Brochure
- Xerox® VersaLink® C605 Brochure

- Xerox® VersaLink® Printers and Multifunction Printers Evaluation Guide
  Customer/Partner Facing Materials > Technical Guides/How To's > Xerox VersaLink Printers and Multifunction Printers Evaluation Guide

- VersaLink New Features PPT Presentation
  Customer/Partner Facing Materials > Presentations > VersaLink New Features PPT Presentation

- ConnectKey Customer Presentation
  Customer/Partner Facing Materials > Presentations > ConnectKey Customer Presentation — Includes AltaLink and VersaLink Product Slides

Virtual Demos

- VersaLink C405 Virtual Demo
- VersaLink C505 Virtual Demo
- VersaLink C605 Virtual Demo
- VersaLink User Interface (UI) Simulator

Self-Paced Learning

- **CK17M17** ConnectKey Technology: VersaLink® Software Update
- **CK17M07** ConnectKey Technology: Focus on VersaLink®
- **WPAVAL** Workplace Assistant Value Proposition
- **OS2080** Xerox VersaLink C400 Color Printer & VersaLink C405 Color Multifunction Printer
- **OS2083** Xerox VersaLink C500/C505/C600/C605 Sales Training

Videos

- Quick Tips — Get the most from your Xerox® VersaLink® MFP or Printer
- Xerox® VersaLink® C500/C505 Series & C600/C05 Series Color Printer/MFP
- Xerox® VersaLink® Technology — Better for Your Small Business
- The Apps Advantage Video: Xerox VersaLink C400/C405 and B400/B405

Interactive Feature Guides (IFG)

- VersaLink C405 IFG
- VersaLink C505 IFG
- VersaLink C605 IFG

VersaLink A4 MFPs
Xerox® VersaLink® C405, C505, C605 Color Multifunction Printers

Step 2: Download the Marketing Campaign Kit and Grab Attention

MARKETING TOOLS TO BUILD YOUR BUSINESS

Powered by award-winning Xerox® ConnectKey® Technology, Xerox® VersaLink MFPs boast next-gen features, secure cloud and mobile connectivity and productivity-boosting apps. The following digital marketing tools will help you target those customers looking for the efficiencies offered by the VersaLink C405, C505 and C605, with materials for a landing page, product pages, email and social media.

XEROX® CONNECTKEY® TECHNOLOGY CAMPAIGN

- Transform the way you work with our new family of printers.
- In Sync with the Way You Work
- Benchmark Security for Total Peace of Mind
- Mobile and Cloud-ready for the Way You Work
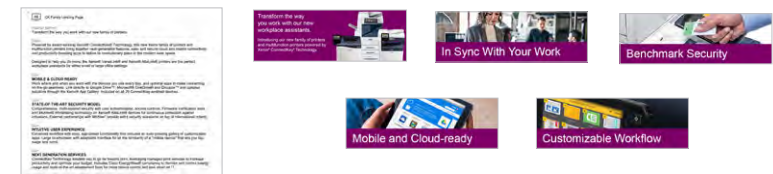- Customizable Next Generation Services

EMAILS TO BUILD YOUR BUSINESS
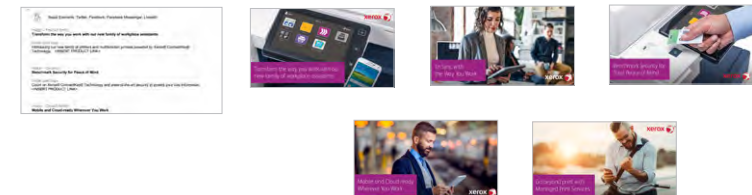
DIGITAL DOWNLOADS TO NURTURE YOUR CUSTOMERS

WEB ELEMENTS AND COPY FOR LANDING PAGE

VERSATILE ADVERTISEMENTS FOR DIGITAL OR PRINT USE

SOCIAL MEDIA IMAGES AND COPY FOR AMPLIFICATION

VersaLink A4 MFPs

Xerox® VersaLink® C405, C505, C605
Color Multifunction Printers

COMPETITIVE ANALYSIS

| General Specifications	Xerox® VersaLink® C405DN	Brother MFC-L8690CDW	HP M570DN	Kyocera M6535CIDN	Lexmark CX510DE
Print Speed Mono	36 ppm	31 ppm	30 ppm	35 ppm	30 ppm
Print Speed Color	36 ppm	31 ppm	30 ppm	35 ppm	30 ppm
Finishing Capability	None	None	None	None	None
Double-sided Printing	Included	Included	Included	Included	Included
Double-sided Scan/Copy	Included	Included	Included	Included	Included
Paper Capacity	700 sheets	300 sheets	350 sheets	350 sheets	251 sheets

| General Specifications	Xerox® VersaLink® C505X	HP M577F	HP E57540	Lexmark CX725DE
Print Speed Mono	45 ppm	38 ppm	38 ppm	47 ppm
Print Speed Color	45 ppm	38 ppm	38 ppm	47 ppm
Finishing Capability	None	None	None	None
Additional Paper Trays	Up to 4	Up to 3	Up to 3	Up to 3
Double-sided Printing	Included	Included	Included	Included
Double-sided Scan/Copy	Included	Included	Included	Included
Paper Capacity	700 sheets	650 sheets	650 sheets	650 sheets

General Specifications	Xerox® VersaLink® C605X	Xerox® VersaLink® C605XL	HP M681F	HP M681Z	Lexmark CX825DE
Print Speed Mono	55 ppm	55 ppm	47 ppm	47 ppm	52 ppm
Print Speed Color	55 ppm	55 ppm	47 ppm	47 ppm	52 ppm
Finishing Capability	None	Yes	None	Yes	Yes
Additional Paper Trays	Up to 4	Up to 4	None	None	Up to 2
Double-sided Printing	Included	Included	Included	Included	Included
Double-sided Scan/Copy	Included	Included	Included	Included	Included
Paper Capacity	700 sheets	700 sheets	1200 sheets	2300 sheets	650 sheets

Step 3: Close the Deal

For a streamlined user experience, log in to the **Xerox Partner Portal** to access the tools below:
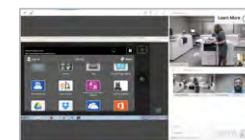
- **Book a Live Streaming Demo**
  Contact your Channel Business Manager to schedule a live video presentation for prospects.
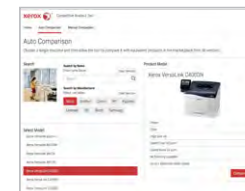
- **Competitive Analysis Tool**
  Use this tool to compare MFPs and printers with equivalent products in the marketplace.

- **Product Configurator**
  Use this tool to explore Xerox® products and find the right configuration for your customer's workflow requirements.

- **Proposal Generator**
  Create up-to-date product proposals for your customers and prospects in minutes.

PLAY 3:

Light Production
## Xerox® C60/C70 Color Printer

Light Production
Xerox® C60/C70 Color Printer

SOLUTIONS OVERVIEW

The printing world is exploding with new applications and exciting ways to use color, media, and finishing. The Xerox® C60/C70 Color Printer is the ideal entry production color printer for cost-conscious customers looking to move from offset to digital color. With integrated workflows it's also the perfect general office device for customers to capture new business and keep more applications in-house. The C60/C70 presents the ideal opportunity for you to seize on a whole new niche of business.
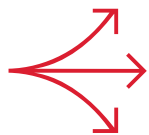
OBJECTIVES OF THE PLAY

Promote the simplified document management, enhanced productivity and professional application versatility of the Xerox C60/C70. Features enable your customers to do more in less time with:

- **Superior Media Latitude Capabilities**—Keeps high-value color printing in-house and expands customer's business innovatively with printing on paper, linen, polyester, magnets, plastic and more.
- **Superior Image Quality**—More professional-looking output with sharper lines and crisper, clearer images.
- **Fraud Deterrent Technology**—Specialty Imaging gives customers all the options they need at an affordable price.
- **Superior Workflow Power**—Hybrid capabilities that support both Office and Production workflows.

TARGET AUDIENCE

Entry production color and cost-conscious customers who want to move to digital color (from offset) or Creative and Production teams that need to expand from office color to professional color with a need for sophisticated production finishing. Also targets groups needing general office workflows as well as light production workflows: a true workplace-to-production printer that can handle paperwork to finished piece—beautifully.

Light Production
Xerox® C60/C70 Color Printer

Step 1: Ramp Up

🔍 For a streamlined user experience, log in to the **Xerox Partner Portal**, then use the links below or follow the navigation path:

Xerox Partner Portal home page › **Sales** › **Sales Tools** › **SMART Centre** › **Production** › **Digital Color Presses** › **Xerox C60/C70 Printer** ›

- **Xerox® C60/C70 Color Printer Brochure**
  Customer/Partner Facing Materials > Brochures > Xerox C60/C70 Printer Brochure

- **Xerox® C60/C70 Pro Color Printer Brief**
  Customer/Partner Facing Materials > Xerox C60/C70 Pro Color Printer > Xerox C60/C70 Pro Color Printer Brief

- **Xerox® C60/C70 Pro Color Printer Presentation**
  Customer/Partner Facing Materials > Presentations > Xerox C60/C70 Pro Color Printer Presentation

- **Xerox® C60 Color Printer — BLI Production Printer 2016 Pro Award**
  Competition > Xerox 3rd Party Report/Analysis > BLI Production Printer 2016 Pro Award

- **Specialty Imaging Brochure**
  Customer/Partner Facing Materials > Brochures > Specialty Imaging—Fraud-Resistant Effects That Protect Your Most Sensitive Documents

- **Shine A Light On Print Fraud Infographic**
  Customer/Partner Facing Materials > Posters & Event Kits > Shine a Light on Print Fraud

Self-Paced Learning

- **CLS265** Xerox® C60/C70 Color Printer Sales Training 2016
- **CLA268** Xerox® C60/C70 Color Printer Analyst Knowledge Centre
- **CLA264** Xerox® C60/C70 Color Printer Analyst Training

Videos

- Xerox® C60/C70 Color Printer: Xerox Integrated Server and Job Flows
- Creating booklets with the Xerox Integrated Color Server

Light Production
Xerox® C60/C70 Color Printer

Step 2: Download the Marketing Campaign Kit and Grab Attention

MARKETING TOOLS TO BUILD YOUR BUSINESS

Target new niche light production markets with the following C60/C70 emails, digital downloads, versatiles and social media campaigns.

Use the following marketing materials to offer the C60/C70 to Creative and Production teams that need to expand to professional color accompanied by sophisticated production finishing, image quality and media latitude.
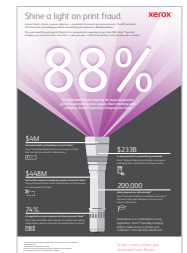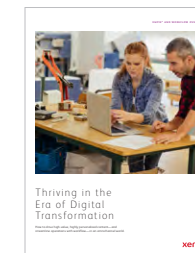
XEROX® C60/C70 COLOR PRINTER CAMPAIGN

- The Power to Do More
- Make Workflow Personal with XMPie®
- Prevent Fraud with Xerox Specialty Imaging

EMAILS TO BUILD YOUR BUSINESS
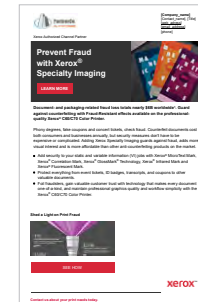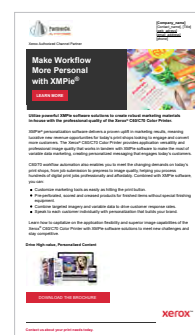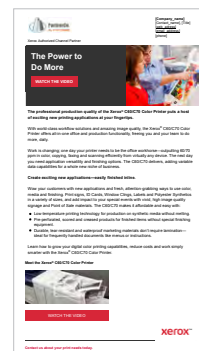
DIGITAL DOWNLOADS TO NURTURE YOUR CUSTOMERS

VERSATILE ADVERTISEMENTS FOR DIGITAL OR PRINT USE

SOCIAL MEDIA IMAGES AND COPY FOR AMPLIFICATION

Light Production
Xerox® Color C60/C70 Printer

IMPRESSIVE BLI RATINGS

★★★★⯪
Color copy productivity

★★★★★
Color print productivity

Surpass yesterday's productivity limits

Unleash team creativity in any print environment

C60

60 ppm
color

65 ppm
black

BLAZING SPEED FOR PRESSING DEADLINES

C70

70 ppm
color

75 ppm
black

WHAT OUR CLIENTS ARE SAYING…

"We've never had such great customer feedback about our concept proofs!"

Marco Davì
Owner
Unichrome

WHAT OUR CLIENTS ARE SAYING…

"We can now print only what we need, reach more markets and save money, too!"

Gregory Young
VP Sales & Operations
Performance Advantage Co.

Achieve new efficiencies

Discover simplicity and value with easy setup and automated workflow tools

IMPRESSIVE BLI RATINGS

★★★★⯪
Ease of use

★★★★★
User maintenance

★★★★
Control panel

★★★★
Value

IMPRESSIVE BLI RATINGS

★★★★⯪
Color image quality

★★★★★
Black image quality

Unleash stellar image quality

Earning high praise for image quality… and higher still for text quality

STUNNING IMAGE RESOLUTION

2400 × 2400 DPI
print/copy

WHAT OUR CLIENTS ARE SAYING…

"Complete confidence that what we present will be of the highest quality and consistency."

Charlie Baker
Copywriter
Red C Marketing

Step 3: Close the Deal

For a streamlined user experience, log in to the **Xerox Partner Portal** to access the tools below:

- **XMPie Kiosk**
  Designed for the purposes of demonstrating the features of XMPie's wide range of solutions for Variable Data Print, Web-to-Print, and Marketing Automation.

- **Product Configurator**
  Use this tool to explore Xerox® products and find the right configuration for your customer's workflow requirements.
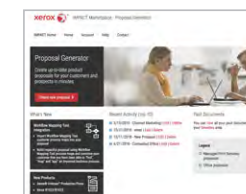
- **Proposal Generator**
  Create up-to-date product proposals for your customers and prospects in minutes.

The Payoff

Smarter Sales, Greater Earnings

The Xerox Channel Partner Marketing Playbook builds on a foundation of Xerox resources to provide you with opportunities to create your own strategies for marketing, sales and future lead generation. Once you've generated a plan around the Playbook cues, follow through with the steps needed to close your deal.

Download quarterly promotions and offers:
partnerportal.xerox.com

Contact your **Partner Field Marketing Manager** or
Channel Business Manager as a resource to make the most
of the marketing and financial incentives in selling Xerox® products.

Step 1 — Follow the Playbook   Step 2 — Create a Sales Plan   Step 3 — Make the Sale   Score!

made to think.™

Learn more at:
partnerportal.xerox.com

Contact your **Partner Field Marketing Manager** or **Channel Business Manager** for more information.

xerox™