

# Dealer Strategies Summit 2010

A BTA Southeast District event

June 16-17, 2010  
Rosen Centre Hotel  
Orlando, Florida

BTA Southeast's Dealer Strategies Summit will feature two intensive education tracks with sessions presented by industry veterans, as well as round-table discussions on several topics pertaining to the office technology industry. Social activities will include a cocktail reception and an evening at Universal Studios Florida.



For more information or to register, visit [www.bta.org](http://www.bta.org) or call (800) 234-8996.

## Schedule:

**Wednesday, June 16:** The General Registration program will kick off at 9 a.m. with a keynote presentation by BTA General Counsel Bob Goldberg. Two concurrent education tracks will follow, with breaks for lunch and time to visit with exhibiting sponsors. A cocktail reception will be held from 5:15 p.m. until 7:15 p.m., allowing attendees to network with fellow dealers and sponsors.

**Thursday, June 17:** Education sessions will begin at 8:30 a.m. and end at noon, when attendees will have the afternoon free to relax and see the sights of the Orlando area.

On Thursday evening, attendees will experience "A Night at Universal" where they will travel to Universal Studios Florida to visit the park and its rides, shows and attractions.

## Hotel Information:

**Rosen Centre Hotel**  
9840 International Drive  
Orlando, FL 32819  
Phone: (407) 996-9840  
[www.rosencentre.com](http://www.rosencentre.com)  
Room rate: \$139/night



## Pricing:

**General Registration:** \$159 (includes the Wednesday and Thursday education sessions, Wednesday evening cocktail reception and Thursday evening's "A Night at Universal")

**Additional attendee, same dealership:** \$129

## Round-Table Discussions:

In conjunction with the education sessions, the Dealer Strategies Summit will host three round-table discussions in Track A:

- **"Disaster Recovery,"** facilitated by Bill James, BTA president (WJS Enterprises, Metairie, La.)
- **"Dealer Software Solutions,"** facilitated by Terry Chapman, BTA Southeast district director (Business Electronics Corp., Birmingham, Ala.)
- **"Leasing Issues,"** facilitated by David Perry, BTA Southeast president-elect (Integrity Business Machines, Conway, S.C.)

## Sponsors:



## Keynote:



### **"Twenty Traits of the Successful Dealership"**

*Bob Goldberg, BTA General Counsel*

Working with dealers for more than 30 years, Goldberg has observed the traits for industry success. This session presents the 20 best traits of a successful dealership and explains why they make a difference. From winning proposals to energized employees, this session guarantees you will return to your dealership with new insights for success.

## Education Track A:



### **"Ending the Declining Page-Volume Cycle"**

*Bob Sostilio, Sostilio & Associates International*

The leasing/credit crisis in the office equipment market has had a negative impact on page volumes of printers and MFPs. It also has reduced new equipment sales revenue within a dealer's existing base. In this session, Sostilio will update you as to the cause and effect of the declining page volumes and how the cycle is being broken, as well as reveal leasing trends of independent dealers and offer his insight for the next six to 12 months.

### **"Remote Diagnostics" - Bob Sostilio, Sostilio & Associates International**

As thinner margins on hardware and "CPC" programs generate less profit, service is the only leg of the three-legged stool of sales/service/supplies that props up the dealership. Sostilio believes there are a number of options a dealership can employ to improve a technician's efficiency and manage a revenue-generating position that improves cash flow and profitability. Learn what they are and how using them has improved bottom lines.



### **"Managing Accounts Receivable & Collections"**

*Terry Chapman, Business Electronics Corp.*

Learn how to optimize your accounts receivable program by implementing best practices. A review of the process will be discussed. This session will focus on the challenges BTA dealers face and will include a review of how to automate and work efficiently. Plus, sample documentation will be provided.



### **"Service Delivery in the MPS World: Challenges, Pitfalls & Benefits"**

*Mike Woodard, Strategy Development*

With entry into the MPS space, you also add unique challenges to your service department and frequently service is left to "figure it out on their own." In this session, you will learn what those challenges are and gain insight into best service practices related to successfully supporting MPS contracts.

## Education Track B:



### **"Multiply Sales Without Adding Salespeople"**

*Larry Breed, MarketMentorOnline Inc.*

Unproductive salespeople are a cost that businesses just cannot afford, especially in today's economy. In this session, you will learn a simple and common-sense approach to prospect and follow-up more effectively and less expensively to multiply your selling time and production.



### **"Did Training Work? Easy Ways to Measure the Business Impact of Sales Training"**

*Teresa Hiatt, Ricoh Americas Corp.*

Sales training can be a significant investment for a business and there are many companies that are anxious to sell sales training. How can a return on investment for training be measured? Learn the five ways that training can be evaluated and methods to isolate the effects of training to the bottom line in your business.

### **"New Skills Required for Solution Selling" - Teresa Hiatt, Ricoh Americas Corp.**

There are plenty of resources available to tell dealers they need to transition from a hardware-only model to the solution provider model, but what exactly does that mean from a skills perspective? How can a dealer assess existing skills against the solution provider model and prioritize skills development? What are the top five skill sets to develop or look for in solution sales professionals?



### **"The DNA of the Managed Print Services Salesperson"**

*Sally Brause, GreatAmerica Leasing Corp.*

Does the make-up of the managed print services salesperson look different than a traditional office equipment salesperson? During this presentation, Brause will discuss the different organizational approaches to capturing the MPS market along with the related sales attributes for each approach.

### **"Sales Compensation Design 101" - Sally Brause, GreatAmerica Leasing Corp.**

This presentation will go back to the basics of building a sales compensation plan. A well-designed compensation plan can help achieve organizational goals and attract, motivate and retain critical sales talent. However, the perfect sales compensation system is difficult to achieve. During this presentation, Brause will provide an outline of factors to consider when designing or modifying a compensation plan.



### **"Profits Found in the Color Market"**

*David Ramos, Strategy Development*

Placements for workgroup color printers, MFPs and single-function workgroup color printers are steadily increasing. Complete color lines set the stage for the replacement of many monochrome lines. In this session, examine products, pricing trends and the applications driving end-user behavior today.

### **"The Need to be in MPS Today" - David Ramos, Strategy Development**

Dealers transitioning or participating in managed print programs will find new growth and opportunity. The best way for a dealer to protect his (or her) current customer base, increase his pages under contract, add new revenue streams, extend existing profitability, increase service revenue and improve his company valuation is through managed print. Learn what it takes to assemble and use a top-notch team, tools and partners to build an end-to-end program.