

# Partner Sales Cheat Sheet for Selling Green Office Partner Services



V1.4

## Core Green Office Partner Offerings



### Managed Print Services (MPS)

- Copier and Printer Support
- Proactive Supply & Service
- Advance Analytics on Usage
- C-Level Reporting
- Bring Outsourced Print In-house



### Paperless Solutions

- Intelligent Document Management
- Secure Print Solutions
- Cloud Faxing Solutions
- Business Workflow Optimization

## What Clients Should You Refer?

We welcome all types and excel with print-rich businesses that are:

- Multi-site businesses (U.S./Canada)
- Single-site locations with multiple buildings.
- Monthly print over 10K Pages

We work across all industries, but we've found that the following need MPS the most:

- Healthcare
- Construction
- Hospitality
- Automotive
- Legal
- Education
- Government
- Financial
- Manufacturing

## Why IT and Print Vendor Working Together is Better for Your Business

Use these key points to position the value of collaboration to your clients:

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**Unified Technology Strategy:** By collaborating, your IT and print services are seamlessly integrated, simplifying management and enhancing overall efficiency.



**Strengthened Security & Compliance:** Together, we ensure that both your digital and printed data are protected, helping you meet industry regulations like HIPAA and GDPR.



**Minimized Downtime:** A coordinated approach allows for quicker resolution of technical issues, reducing disruptions and keeping your operations running smoothly.



**Scalable Solutions for Growth:** Our partnership provides adaptable solutions that grow with your business, facilitating seamless expansion and technological upgrades.



**Enhanced User Experience:** Working as one team, we deliver consistent support, improving user satisfaction through reliable and efficient services.

## How to Submit a Lead



Quick Deal Submission:  
[printpartner.biz/deal](http://printpartner.biz/deal)



Strategic Review Needed? [Book of Business Guide →](#)  
Request a "Book of Business" meeting by [scheduling an Appointment here.](#)

## Print Partner Collateral

[Printpartner.biz/partner-content](http://Printpartner.biz/partner-content)

For client-facing decks, one-pagers, and flyers, use this link:

[Greenofficepartner.com/collateral](http://Greenofficepartner.com/collateral)

## Key Contact

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## Ways to Transition Client Contracts

You don't have to wait until a client's current agreement ends. Refer them anytime:

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- **Refreshes:** Seamless upgrades when current contracts expire.
- **Early Contract Termination:** GOP helps end contracts early.
- **Add-Ons:** Install new equipment now, migrate fully later.
- **Service Non-Contracted Units:** Client owns devices but needs managed support.
- **Change of Service:** Maintain lease, switch service vendors.
- **Service Relationship Management:** GOP manages existing vendor contracts until transition is complete.

## Key Questions to Consider for Print Opportunities

Here are some questions to help you uncover meaningful print and document solutions opportunities. Please share any insight on these questions to help create an appropriate go-to-market strategy.

1. Are they **dissatisfied with their print vendor**?
2. Is IT or facilities **frequently dealing with printer issues or break/fix tickets**?
3. Are there signs of **inefficiency** — high toner costs, mixed-brand fleets, no print rules?
4. Are they working with a **copier company that also sells IT services** (potential conflict)?
5. Would they want to print more in-house, such as **sales and marketing materials**?
6. Are they undergoing **visible initiatives** like an office relocation or sustainability push?
7. Do they deal with **complex workflows** like secure faxing, scanning, or compliance (HIPAA, legal)?
8. Are there **workflow bottlenecks** in printing, approvals, or document access?
9. Are there opportunities to introduce **paperless solutions**, such as digital forms, e-signatures, or electronic workflows, to replace manual or paper-based processes?
10. Is this account better suited for a **soft marketing intro** (email, deck) or are they ready for a sales rep to reach out?
11. Do they trust you enough to take your advice, or would a **consultative session** help open the door to new services?

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