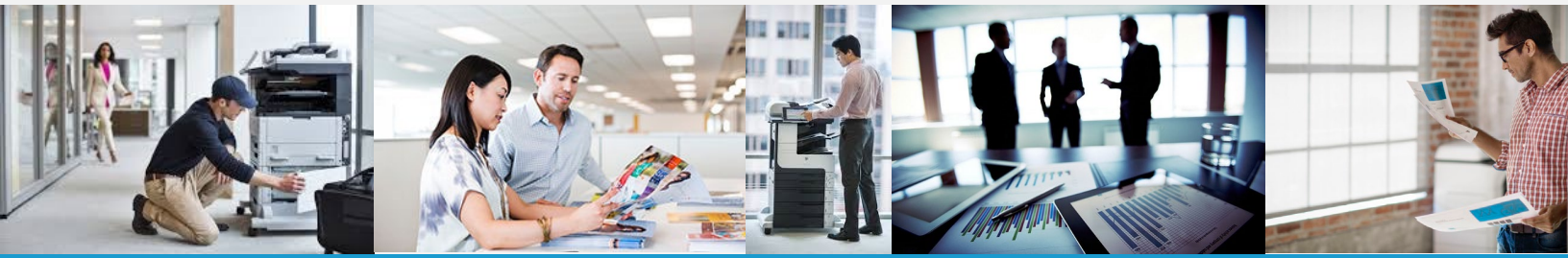


MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Asking effective qualifying questions is important. The responses will help determine what the overall goal of the meeting should be, discover pain the customer is experiencing and develop a new solution to address the goals and pain solution.



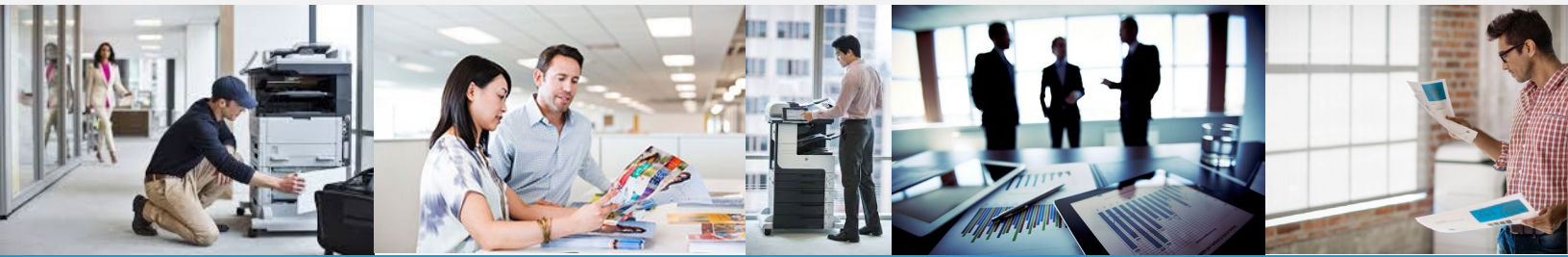
Things to think about before the meeting:

- *What is your overall goal for the meeting?*
- *Have you confirmed that the right decision makers will be in the upcoming meeting?*
- *Why would this customer change their current environment?*
- *What happened and why? What is broken? How do I know if it's broken?*
- *What happens if the customer does nothing in their print environment?*



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

By gathering customer relationship details you are positioning yourself and Staples as the broker when it comes to providing solutions to the customer.



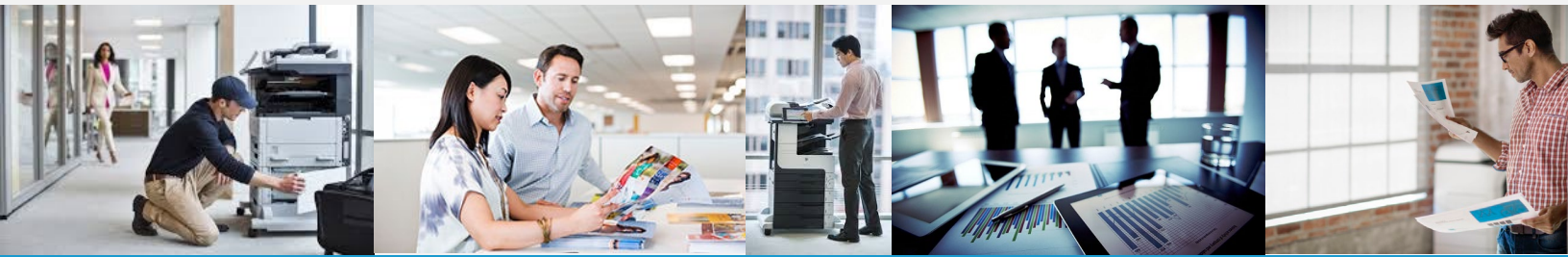
Suggested Qualifying Questions

- Who manages your print environment, including MFPs & copiers?
- Who in your organization is responsible for making decisions regarding your printers and copiers?
- Who else besides yourself needs to be involved in the print management decision process?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Competitive information allows you to determine who we are selling against and potentially which offer is best suited for the customer. Discovery of the incumbent(s) allows you to strategize as to which part of Staples' Value Proposition will be most effective to convince the customer to switch their current business.



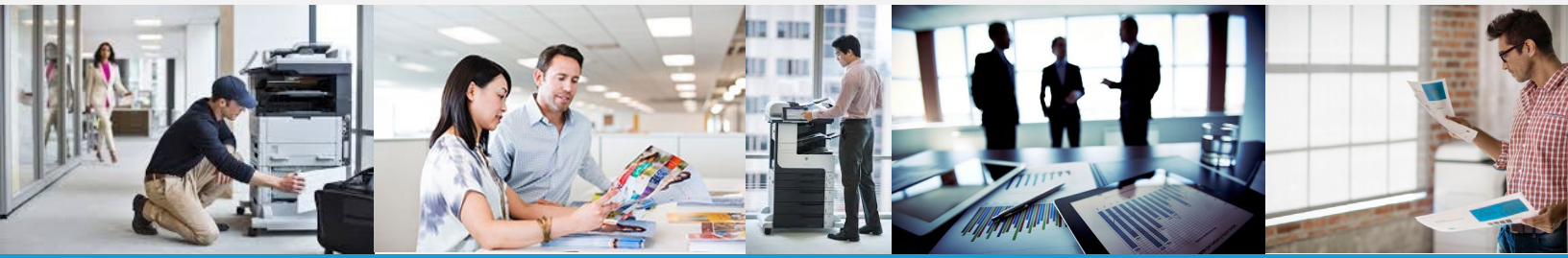
Suggested Qualifying Questions

- Where do you buy your print/copier hardware?
- Do you have maintenance contracts on your printers, MFDs, and copiers? If so, who is the maintenance through?
- How many current vendors are providing print services/consumables today?
- If you could improve anything about your current supplier what would it be and why?
- When a device needs maintenance, what is the process?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Understanding the hardware needs of the customer will allow the seller to know the best route to take when suggesting either a hardware refresh or a walk-in and takeover situation.



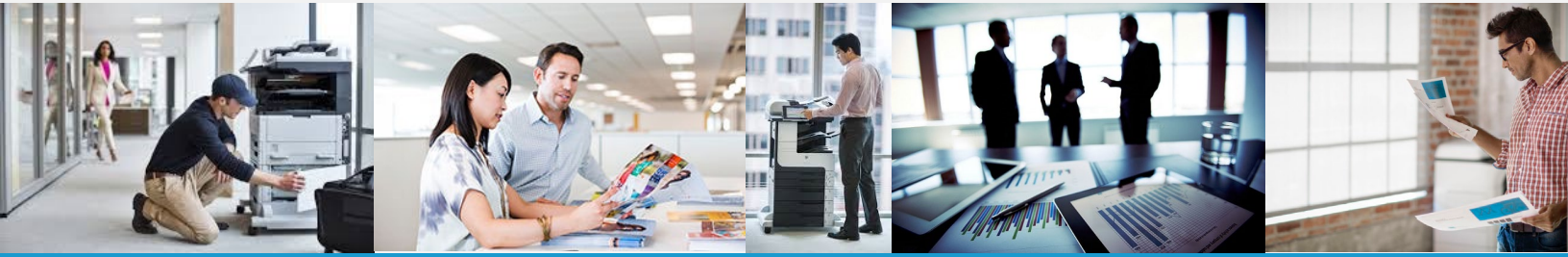
Suggested Qualifying Questions

- What are your overall output objectives?
- What's the company culture like when it comes to print/scan/fax/copy?
- What are your challenges in managing your print/scan/fax/copy fleet?
- How do you make decisions regarding how to acquire and retire devices?
- What types of printing devices do you have in your environment?
- Are the print devices in your organization owned or leased?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Understanding how the customer uses consumables positions us to effectively design a future state solution. At this time, it would be important to understand the broker role and which vendor you will be leveraging with the customer.



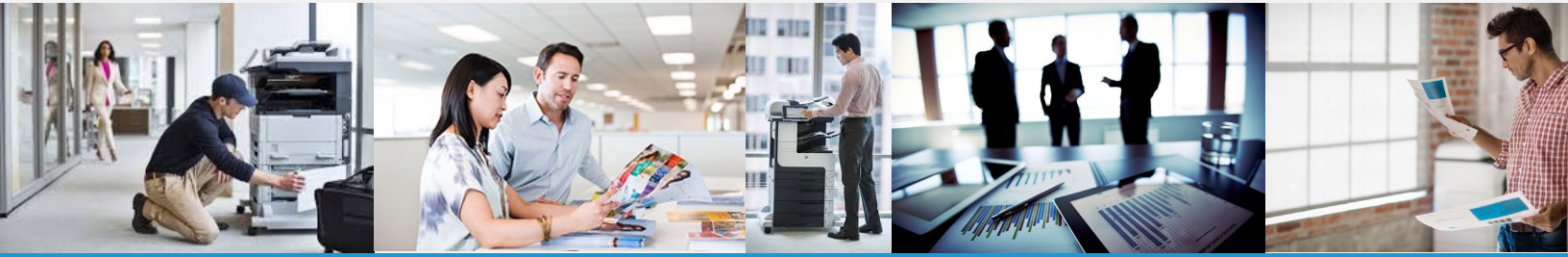
Suggested Qualifying Questions

- Where you do buy your consumables and who keeps stock of them? Is the same vendor providing the consumables to all locations?
- Who negotiates the supplies contract?
- What is the process for ordering toner for each type of device? When you run out, what do you do?
- Do you use OEM or Reman in your current print environment?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Printer/Copier Maintenance

IT / Services

Security

Billing

Understanding the print/copier maintenance environment is crucial when determining future Service Level Agreements (SLAs).



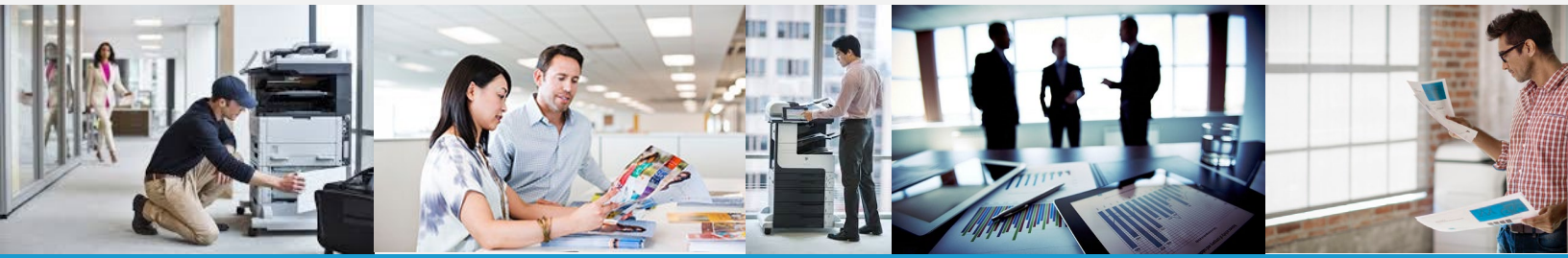
Suggested Qualifying Questions

- What do you do today when a printer or copier breaks down?
- Does the help desk take the first call? (if applicable)
- What are your most frequent service issues on printers?
- Do you know how much a service call costs your company?
- How long does it take to remedy a printer call? (helps determine SLAs)



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Knowledge of the customer's IT department and other services will allow us to determine which future state and/or software to install in a customer's environment.



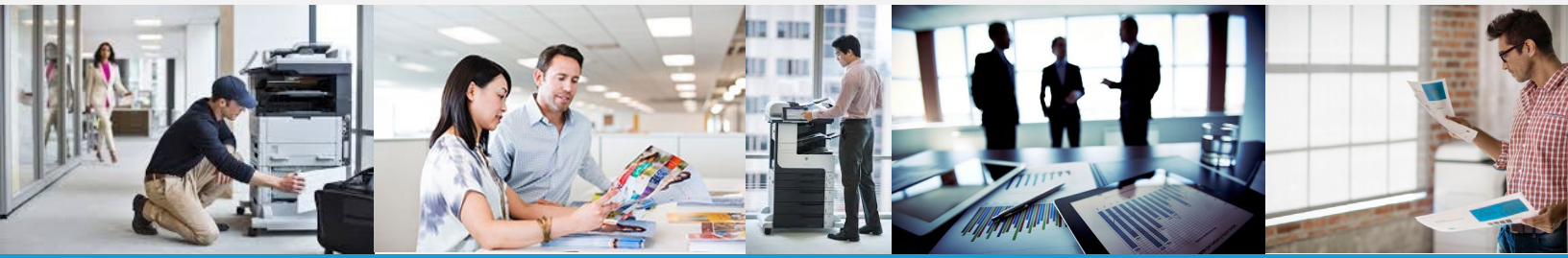
Suggested Qualifying Questions

- Do you have a current list of all your devices within your environment today?
- How do you maintain the devices on your network today?
- Are you able to install a data collector on your network (port 443)?
- How do you push out the drivers to the devices?
- Do you currently have any software monitoring your devices today? If so, what do they look like?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

Addressing security and data vulnerabilities will ultimately help determine the risk level the customer is currently experiencing and lead to a future state solution.



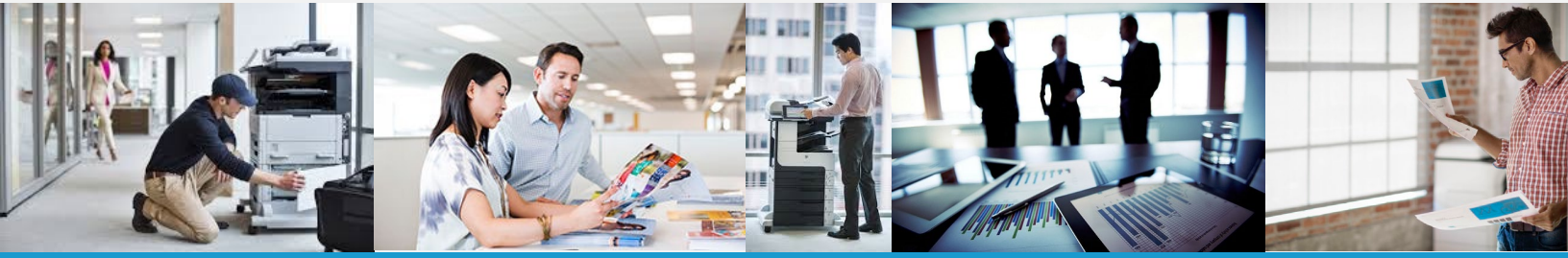
Suggested Qualifying Questions:

- Did you know unsecure printers can open an entire network to a cyber security attack?
- Did you know security breaches or non-compliance can be costly to your organization if data is compromised?
- Do you know if end users are leaving print jobs on devices uncollected?
- Do your mobile users need the ability to print anywhere?
- Have you had a risk assessment done in your printer environment?



MPS Qualifying Questions

Business Advantage



Click on the red navigational arrows in the lower right-hand corner to move forward or back

Customer Relationship Details

Competitive Information

Hardware

Consumables

Print Environment / Behavior

IT / Services

Security

Billing

An understanding of the customer's billing practices aides in mitigating future invoicing issues; prepare the customer for better centralized billing processes and efficiencies.



Suggested Qualifying Questions

- How many invoices do you currently receive monthly from your current provider(s)?
- Are those invoices able to provide a current landscape of the print environment?
- Do you have the need for monthly summary invoicing broken out by cost center or location?

