



New Essential Business Builder

REVGEN PROGRAM



Driving more business effectively in today's fiercely competitive environment is really challenging. As your print provider, Canon wants to keep you ahead of the competition every step of the way. Introducing a 12-week mentoring program that's targeted to help imagePRESS production customers generate revenue and achieve accelerated business growth.

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REVGEN PROGRAM

How Are You Driving Business?

With the RevGen Program, you'll work hand-in-hand with an industry expert mentor, or personal business coach, to identify your organizational readiness for growth, develop market positioning, and create customer VDP campaigns. But what are you really doing by engaging in the RevGen Program? You're increasing your value to your customers, opening the door for more profit with print, and generating new business with higher value-added products and services.

Options to Generate Revenue

The program presents three levels of mentoring services to meet your business needs. **Targeted Customer Expansion**, the base level and foundation, provides a way to generate immediate revenue by identifying key existing customers and closing new business for high-value services with education on how to do it throughout the process.

For customers seeking more hands-on support, the RevGen Program offers **Tactical Self Promotion**, building on the key customer identification process. This mentoring service incorporates event-driven marketing, targeting key customers with a VDP campaign that illustrates your business's expertise through a case study approach.

The highest level of engagement, **Accelerated Sales Growth**, is for those customers who are serious about growing revenue. This mentoring service is a business transformation program that encompasses an organizational infrastructure review, sales training workshop, pricing strategy development, an event-driven marketing campaign, and business closing call.

If you're looking to generate more revenue, contact your Canon Authorized Dealer today and ask about the Essential Business Builder RevGen Program.

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ESSENTIAL BUSINESS BUILDER PROGRAM

As your print partner, Canon developed the Essential Business Builder (EBB) Program, a suite of tools included with your purchase of an imagePRESS digital press. These tools include:

-  **Business Self-Assessment Tool**
-  **Best Practices Tool**
-  **Vertically Focused Industry Marketing Tools**

Find out more:
<http://ebb.cusa.canon.com>

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