

Maintenance Field Readiness

By Gerard Frey

The Questions ...

Are you confident that everyone who comes in contact with your customers is prepared to tell your “value for maintenance” story? How will maintenance objections be handled? What if the customer wants to negotiate? Are you losing revenue because of poor negotiation skills? Are you impacted by VSOE compliance? Is maintenance being positioned so late in the initial sales cycle that heavily discounting it is the only way to get the business? How is your competition positioning their maintenance increases and services?

The Answers ...

Ensuring that your customer-facing employees are ready and prepared to sell the value of maintenance and effectively manage the initial maintenance negotiation as well as the annual renewal process with your customers is a priority in today's marketplace. So the next time your employees come face-to-face with a customer, make sure they have the tools and skills necessary to:

- Present your “value for maintenance” story
- Position against competitors
- Handle maintenance objections
- Negotiate initial maintenance agreements
- Renegotiate at renewal time
- Present a customer maintenance benefits statement
- Improve the maintenance renewal process

The benefits ...

- An educated employee who can confidently articulate your “value for maintenance” story
- Customers who understand the value they receive for their maintenance investment
- Clear and consistent maintenance story across the organization
- Simplify the maintenance selling process by providing clear customer benefits
- Prepare customer-facing employees for anticipated objections
- Shorten the renewal cycle which improves cash flow.

Don't Leave Money on the Table Execute Your Maintenance Sales & Renewal Process.