HOW TO...

SELL DOCUMENT MANAGEMENT

Get organised with your sales approach

JON TRIPP,
MARKETING MANAGER,
DOCUMENT IMAGING
KODAK

Document Management is a term that's been around longer than you think – we have been selling it for over 75 years! I remember back in the 1980s when all the talk was of the "paperless office" and despite major technological advances it has never really come to pass. Why?

One of the main reasons is that very often companies attempted a 'big-bang' approach. They automated all their processes at once but ultimately didn't see the benefits they were expecting as they became masked by the upheaval necessary to implement them.

It may be better to take a departmental approach and offer a bespoke solution which addresses a specific problem (e.g. Accounts Payable) rather than propose an enterprise-wide panacea. This has been made all the more possible with the availability of small desktop scanners capable of great image quality together with a simple indexing and retrieval capability.

Therefore, it is important to understand the application thoroughly and be able to tailor the solution accordingly, bearing in mind that once a basic system

is installed you can always look to expand its use within other departments.

Also try to focus on the solution rather than the technology. Be ready to discuss issues such as ROI, expected productivity gains and on-going service and support rather than getting caught up in the intricacies of the software.

Finally, get your customers talking to each other. Companies don't like to think they are guinea-pigs. Try to get testimonial sites where prospects can witness a similar system in operation thereby seeing real-life documents being scanned and routed for themselves. After all, actions speak louder than words! ■

TOP TIPS

>> 1.
TAKE A DEPARTMENTAL APPROACH AND OFFER A BESPOKE SOLUTION WHICH ADDRESSES A SPECIFIC PROBLEM

>> 2.
BE READY TO DISCUSS ISSUES SUCH AS ROI, EXPECTED PRODUCTIVITY GAINS AND ON-GOING SERVICE AND SUPPORT

>> 3.
TRY TO GET TESTIMONIAL SITES WHERE PROSPECTS CAN SEE A SIMILAR SYSTEM IN OPERATION