Take ACTION
with IKON℠

IKON Business Booster Pack℠

Go from print maker to print marketer. FAST.

Get your print business up to digital speed right now. The IKON Business Booster Pack contains everything you need to become more than just a traditional print shop that churns out piece after piece after piece. It's a comprehensive action plan for propelling you into the profitable world of digital printing. It transforms you into a print marketer where you feel empowered to actively sell your expanded capability for serious business growth now and in the future.

The IKON Business Booster Pack is comprised of three comprehensive sections. The first is dedicated to effectively integrating digital printing into your operations. The second presents a detailed sales and marketing roadmap for creating demand for your new digital capabilities. The third provides tools and resources to help you get started quickly. But where does the IKON Business Booster Pack really get its boost? From IKON people. We'll be at your side, helping you step-by-step through every phase of your digital transformation. And we'll be there for you whenever you need us long afterward.

Take action now.

Get started down the road to digital print capability today. Pick up your phone right now and call IKON at 1-888-ASK-IKON. Or go to www.ikon.com to learn more.

IKON
Document Efficiency
At Work.®

IKON Business Booster Pack℠ Sections

DIGITAL PRINTING OPERATIONS MODULES ▶

1: Introduction to Digital & Variable-Data Printing

2: Design Considerations for Digital Printing

3: Color Management Considerations

4: Workflow Management

5: Digital Asset Management & Security

6: Binding & Finishing Considerations

7: Staffing Considerations

8: Common Operational Problems & Solutions

DIGITAL PRINTING SALES & MARKETING MODULES ▶

1: Business & Marketing Plan Development

2: Planning a Successful Customer Event

3: Sales Management & Recruiting

4: Selling Digital Print

5: Selling Variable-Data Printing

6: Digital Print Application Development

7: Variable-Data Print Application Development

8: Measuring Variable-Data Printing Results

DIGITAL PRINTING TOOLS & RESOURCES MODULES ▶

1: Marketing Materials CD - Examples & Templates

2: Objection Handling Scripts

3: Variable-Data Printing Software

4: Glossary of Terms

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