



 **BTAS MPS Client Engagement Training Series**
Session One:
Getting the Appointment

Satisfaction Guarantee:
If, after the first session, you opt not to continue with the other five sessions, you will be issued a full refund by BTAS

“After sitting under Mike's tutelage, I realized how to properly frame and address the conversation to the C-level executive. His insight and training have completely changed the way I approach a potential client. Mike's unique perspective transformed not only the strategy, but drove success in a way that was not achieved prior.”

Charles Amerise, Copygraphix Plus, Tucson, Arizona

BTAS MPS Client Engagement Training

The BTAS MPS client engagement training series consists of six one hour, Web-based courses designed to assist participants in: getting the appointment; MPS value propositions; conducting the appointment; the assessment; the proposal; deal implementation; and client management. In addition to the six sessions, each attendee will receive three one hour, one-on-one coaching sessions. During these sessions, you will work with instructor Mike Lecak of Collaborative Consultant Group on three of your specific accounts. Mike will help you take these opportunities through the sales process, from appointment through the assessment to the proposal and contract. You will have a chance to gain valuable insight while working on actual live prospects. This MPS Client engagement Training Series offers dealers and sales professionals an in-depth look at MPS from the inside. The topics are relevant to your MPS practice and offer learning in the most participative manner.

Online Training Start Date:
TBD
Pricing:
BTAS Member (One Attendee) : \$795
BTAS Member Dealership: \$1,995.00
For more information and to register, visit:
www.collaborativeconsultantgroup.com/services

Instructor:



Lecak has been in the industry since 1983, starting with ComDoc in Pittsburgh, Pennsylvania., then the largest independent dealership of both Ricoh and Lanier MFPs in the East. After a successful 15-year career, he joined Toshiba as a district sales manager. Later, Lecak joined Print Inc. in 2004 to manage sales for the company's channel-focused PrintValue Solutions program. In 2009, he joined Konica Minolta to manage its West Region for managed print. Lecak currently serves as president of Collaborative Consultant Group.

