

Carestream

Business Partner Plans and Integratis

Northern Cluster

Integratis - Direct



In 2013 Carestream rolled out Sales Training to Direct Sales Teams across the World

- Company selected: Integratis

Why?

- Our markets are changing
- Our customers are changing
- How customers purchase is changing
- Our technology is changing
- Our people are changing

Consultative Selling

Includes

- New Customer research techniques
- Preparing for meetings
- Sales Call Planners
- Questioning techniques
- New Terminology and Vocabulary
- Sales Negotiation Skills
- And much more.....



Integratis - Indirect

In 2014 Carestream rolled out Sales Training to our Business Partner Managers across the World and all Carestream staff involved in dealing with Business Partner Community

- Company selected: Integratis

Why?

- Our Business Partner's markets are changing
- Our Business Partner's customers are changing
- How customers purchase from our Business Partners is changing
- Our technology is changing
- Our people are changing

Consultative Selling

Includes

- New Business Partner research techniques
- What matters to our Business Partners
- What matters to Carestream
- Preparing for meetings
- Business Partner Plans
- Questioning techniques
- Sales Negotiation Skills
- And much more.....

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What is a Business Partner Plan

Business Partner Plan 

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Objective

Our Objective

To better understand your business and your objectives

To better plan

To set realistic expectations of each other

To avoid surprises

To provide you with a tool which documents

- Our mutual understanding of our relationship
- Our mutual obligations and objectives
- Our mutual understanding of the marketplace in which you operate
- Keep a record of what we agree
- To have something to measure ourselves against

Be more professional – two way

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What is a Business Partner Plan

Business Partner Plan 

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And finally (1)

This is a joint document

- We both have input...
 - its not Carestream's document
 - Its not the Business Partners document
- ITS OUR DOCUMENT

If its not correct, update it

Its not set in stone – its a living document

Markets change

Customers change

Products & Solutions change

Opportunities Change Status

Strategies change

And finally (2)

Its not optional

If they are not already in place, they must be in place before end of October, 2014

Your Business Partner Manager will take the lead on guiding you through the Business Partner Plan and keep it up to date

Thanks in anticipation of your support

Carestream