

INSERT LOGO

Communication Strategy

Marketing Specialist

<presenter name>

<Email>

<Date>

Non-standardized communication practices are diverting us from our primary focus – the client!

Situation

- Sales team receives many communications throughout the week without prioritization.
- Multiple vehicles are used to communicate.
- Everyone has access to communicate with the sales team

Impetus for Change

- Current “win” communication has highlighted many inefficiencies
- True focus on the customer requires the removal of ancillary topics
- Consistent communication is required to lead in a regional model
- Solid communication becomes a training tool when executed correctly.

Key Question

- What are the optimal communication guidelines?
- Is there a cost associated with formalizing sales communications?
- What should we share at the March 24 meeting?

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Sales is hearing voices and guidance from all different directions

The month is tight, we need every dollar we can get before close
(Head of Sales)

Update your forecast from the end of the year.
(Finance)

We need you to sign and return the company handbook
(Human Relations)

Respond with information on leads recently sent
(Marketing)

Attend the Sales Meeting every Monday at 9am
(Direct Manager)

I need you to contact your client on project specs
(Operations)

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We must consider installing a sales communication strategy

Overview

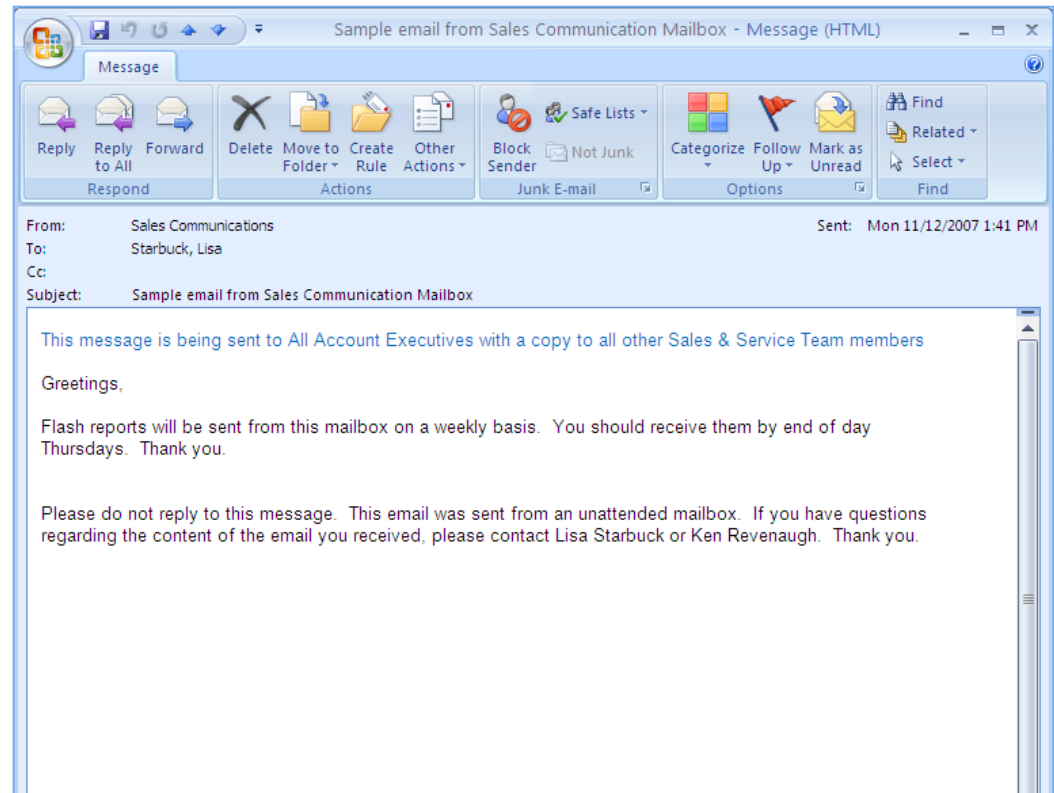
- Help roll out sales projects and communications to the field successfully to drive optimum compliance and business results
- Provide clear communications targeted at the proper audiences using the most appropriate tools

Objectives

- Keep team members informed about company initiatives and ensure that programs are communicated and delivered in the most effective manner
- Help identify audiences, tools, message points, and important dates and deadlines to assist in coordinating sales communications efforts
- Manage regular broadcast/written communications tools
- Work with sales planning to communicate best practices
- Routinely analyze existing processes and tools – including gathering feedback from the end audience – to continuously improve the way we communicate to the Sales team

The first step is creating a Sales Communication Mailbox to filter e-mails sent to the sales force

- Outlook mailbox and calendar can be created from which endorsed communications to the sales organization will come. It will not appear to come from a particular individual.
- This box will be managed by a newly appointed Sales Communications Manager



Sample email from Sales Communications Mailbox

Next, owners need to be determined for each type of communication

Chief Operating Officer

- Company strategy and priorities, with a focus on how Sales supports both
- Culture

EVP, Sales & Marketing

- Sales Strategy and priorities
- Sales Initiatives
- Customer Support
- Organizational Announcements
- Change Management
- Contests and Awards

VP, Sales Operations

- Sales Planning Tools and Resources
- Contracting
- Pricing and AR
- Reporting
- Operations collaboration
- Training
- Systems

...and then we need to consolidate the channels of communication buy

Medium	Description	Audience	Frequency	Format	Deadline	Distribution	Owner
Updated! Sales Brief	Weekly document sent via broadcast HTML e-mail to sales and posted weekly on our company Intranet. The Sales Brief targeted news items to general groups of sales team members. It includes all items that require sales awareness or sales action, including items requiring action in the next week, information about upcoming initiatives, calendar highlighting dates to remembers, important meetings ad events, start and end dates of programs, etc.	All Sales Team Members	Weekly	HTML E-mail	12 noon Tuesdays	Thursdays	Sales Comm. Manager
Updated! Sales Win – “How they landed that deal”	Program that recognizes sales wins, generates enthusiasm among sales team and share best practices. All supporting materials will be published to Sales Knowledge Community. We will publish 1-2 per week.	All Sales Team Members	Weekly via the Sales Brief	HTML E-mail Voice Recording	12 noon Tuesdays	Thursdays	Sales Comm. Manager
New! Sales Point	Monthly e-mail from COO for Sales. This is the source for information on our overall sales company direction, culture, successes, recognition and is a forum for team member ideas.	All Sales Team Members	Monthly	E-mail	12 noon Mondays (30-days out)	Wednesdays	Sales Comm. Manager

Communication Channels cont.

Medium	Description	Audience	Frequency	Format	Deadline	Distribution	Owner
New! Sales Managers Call	Monthly call with sales management and is hosted by EVP, Sales & Marketing. Share details on future program releases, events and initiatives to ensure that details concerning submission, important deadlines and expectations are met. Note: Potentially evolve to providing managers with speaking points for delivering key messages from the monthly calls to their teams.	Sales Managers	Ongoing 10-11 a.m. CST	Conference Call	12 noon Mondays (8-business days out)	Wednesdays	Sales Operations Exec Admin
FYI: Sales “Open Mic” Calls	Monthly skip-level call hosted by EVP, Sales & Marketing. These are quick, efficient ways to share key points and concerns team members might have. The calls are open forum and for Q&A.	All Sales Team Members	Monthly 9:30-11:30 a.m. CST	30 minute Conference Call	NA	Wednesdays	Sales Operations Exec Admin
Sales Vision Quarterly Calls	Quarterly call hosted by COO, Jennifer EVP, Sales & Marketing, and VP Sales Operations. This call highlights our successes to date, company direction, culture and is open up to Q&A from team members.	All Sales Team Members	Quarterly	Conference Call	May 25 August 24 November 30	February 5 June 22 September 21 December 21	Sales Operations Exec Admin

All of these communications and events will be calendarized and published

2007 Sales Communication Schedule

JANUARY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
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25	26	27	28	29		

MARCH						
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APRIL						
S	M	T	W	T	F	S
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MAY						
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25	26	27	28	29	30	31

JUNE						
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY						
S	M	T	W	T	F	S
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
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SEPTEMBER						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
S	M	T	W	T	F	S
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sales Brief

Example: Weekly document and a bi-weekly HTML email to sales built on a PMSO experience and field management and posted weekly on our company intranet (SAPM). It includes all items that require sales awareness or sales action, including items requiring action in the next week, information about upcoming initiatives, external or highlighting sales to customers, important meetings and events, start and end dates of programs, etc. Hyperlinks to supporting program materials are provided.

Deadline: Tuesday, 12 noon CST.

Mailbox: Sales Brief email to salesbrief@cedarhill.com.

Launch: Thursday by 5 p.m. CST.

Sales Win - "How Many Buckets Did I Get?"

Example: Recognize sales wins, quantify performance among sales from other lead providers. All supporting materials will be published in the Sales Brief and SAPM. We will publish 5-7 per week. Note: "How Many Buckets Did I Get?" is also defined as our SMD numbers and only large account sales.

Deadline: Tuesday, 12 noon CST.

Mailbox: Sales Brief email to salesbrief@cedarhill.com.

Launch: Thursday by 5 p.m. CST in the Sales Brief.

Sales Manager Call

Example: Each sales sub-unit will be held by Jennifer Goodhue. Share details on future program releases, trends, and initiatives to ensure that details concerning sub-units, important deadlines and opportunities are met.

Deadline: EOD Friday prior to Wednesday, 12 noon CST.

Mailbox: Sales Brief email to jgoodhue@cedarhill.com.

Launch: Wednesday, from 10:30-11:30 a.m. CST.

Sales Point E-mail

Example: Sales Point is a weekly e-mail from Brian Phillips for Sales. This is the source for information on FXK overall sales company direction, culture, experience, recognition and a source for team member ideas.

Deadline: EOD Friday prior to Wednesday, 12 noon CST.

Mailbox: Sales Brief email to salesbrief@cedarhill.com.

Launch: First Wednesday of the month.

Sales Win/Win Quarterly Call

Example: Quarterly call held by Brian Phillips, Jennifer Goodhue and Jim Durr. This call highlights our experience in sales, company direction, culture and is open to QBR from team members.

Deadline: February 5, May 25, August 24, November 18.

Mailbox: Sales Brief email to jgoodhue@cedarhill.com.

Launch: January 5, June 25, Sept. 21 and Dec. 21. Note: Call to take place after quarterly FedEx meeting report calls.

Bi-Weekly Manager and Sales Manager Call

Example: Quarterly call with SMD and SMD and is held by Brian Phillips. Share experience, culture and sales and joint selling, program releases, trends and initiatives to ensure that details concerning sub-units, important deadlines and opportunities are met. Plus, have an opportunity for QBR.

Deadline: February 18, May 25, August 24, November 17.

Mailbox: Sales Brief email to salesbrief@cedarhill.com.

Launch: Call will take place on March 18, June 25, September 24 and December 17, from 3:30-4:30 p.m. CST.

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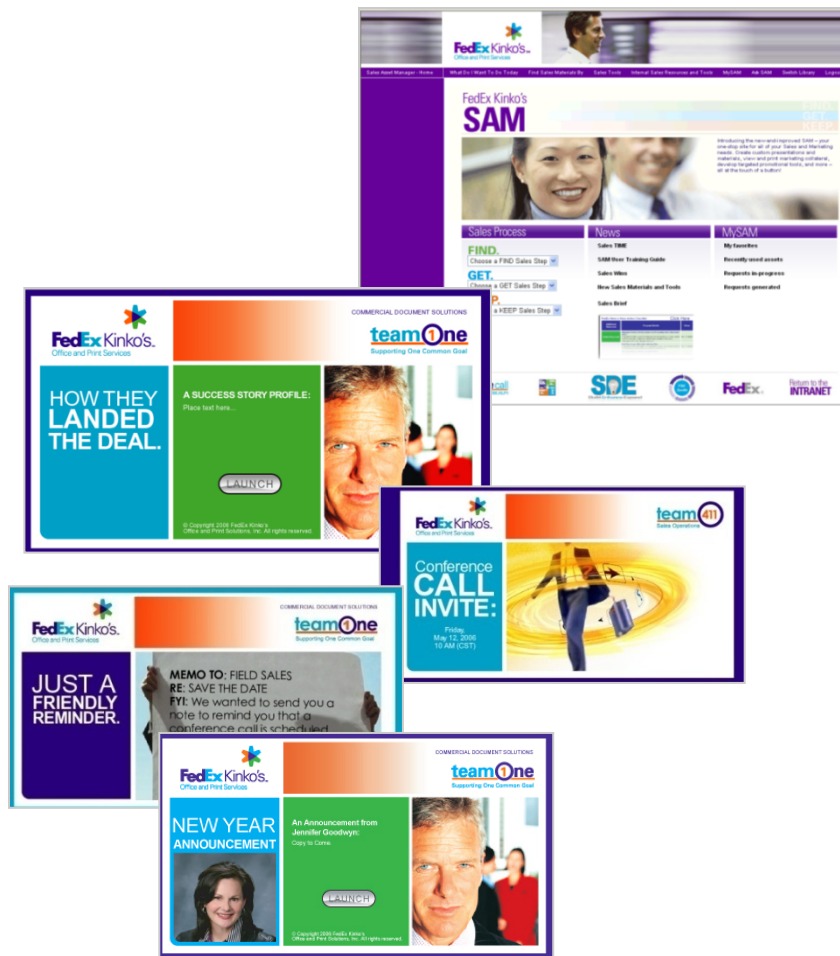
Current State

Envisioned State

World-Class Examples

Timeline

Here are some World Class examples of potential communication deliverables



Sales Brief March 19-23, 2007		
Additional Resources	Program Details	Dates
Sales	Customer Administrative Services (CAS) Sales Center Processes The following document outlines FedEx Kinko's CAS sales and center team member processes for handling hold code scenarios, center billing non-compliance and pricing discrepancies as identified by the CAS Task Force Committee.	Effective Immediately
	Reminder: Extend Daylight Saving Time Microsoft Outlook Update On August 8, 2005, President Bush signed into law a broad energy bill (Energy Policy Act of 2005) that will extend Daylight Saving Time by four weeks in 2007.	04.01.07
Wins and Best Practices	FAE Sales Wins and Best Practices Each week Field Account Executives sales wins will be highlighted in the Sales Brief to generate enthusiasm among sales team and share best practices.	Ongoing
Sales Development and Education	Sales Development and Education (SDE) Clear all distractions by setting aside a specific amount of phone time each day (such as two hours per day) for making cold, warm, and client calls.	Ongoing
Marketing and Products & Services	Prepare for Print Online Volume Increase We are kicking off an exciting nationwide marketing campaign for FedEx Kinko's Print Online!	March - April
	No More All Nighters Print Online Promotion to Launch The new Print Online promotion has FedEx Kinko's integrating TV, online and in-store communications for the first time in support of a new service.	Ongoing
	Inquiries for Marketing Clear a e-mail address has been created for all inquiries for marketing.	03.19.07
	Business Services Card (BSC) Program The BSC program is an expansion of the existing NDC/Corporate Account Card offering.	
	Updated: Managed Services Weekly Message and Frequently Asked Questions (FAQ) In an effort to better support the Managed Service business, a weekly update and FAQ is available on the Sales Information Site under Managed Services or SAM under Ask SAM > FAQ.	
HR and New Hires	FedEx Kinko's International Sr. Manager, Sales Position Opening FedEx Kinko's Canada, Ltd. has a Sr. Manager, Sales position available.	
	FXSO Job Openings Team members can view the latest job postings and apply at any time.	
Good to Know	One Call Team Member Hotline Over the last month, Sales Planning and the Project Zenith team have been working with the One Call team to ensure that One Call has the necessary and updated information to accurately answer or direct your questions.	
	Reminder: Sprint PCS Transfer/Cancellation Process If you wish to cancel the phone number, send an e-mail to FedEx Kinko's - Voice Services and include the phone number, name of user and say, "cancel."	
Previous Sales Brief	Sales Brief Archives - https://portal.kinkos.com/menu_default.asp?site=32&menu=852	
Contact Info	If you have any comments, please contact: Mavis Arambula - Sales Communication Manager, 214.550.7152 mavis.arambula@fedexkinkos.com	

Other Sales Communication Deliverables

http://conventions.kinkos.com/index.php


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Office and Print Services

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Commercial Document Solutions

Find your FedEx convention account manager by location:



Convention Services from FedEx Kinko's

When you need a full-service meeting and event materials provider, look no further than the experts at FedEx Kinko's. Whether you need assistance with the creation, production or distribution of your event materials, FedEx Kinko's can help with our wide variety of efficient, cost-effective conventions services - a perfect fit for all of your meeting and event-planning materials needs.

Dedicated Account Managers

Our dedicated convention services account managers are subject-matter experts in your business. They understand your individualized event-planning needs and can assist you in developing top-notch materials including presentations, signage, brochures, tent cards and more. These dedicated conventions specialists will work with you to plan ahead and minimize last-minute emergencies to ensure that your event runs smoothly. To contact the dedicated account manager nearest to you, select your location from the drop down above.

FedEx Kinko's
Office and Print Services

Sales Deployment Calendar
December 2006

Mon	Tue	Wed	Thu	Fri	Sat	Sun
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

teamOne
Supporting One Common Goal

FedEx Kinko's
Office and Print Services

Make a positive impression with new employee orientation kits from FedEx Kinko's.

Dear [Mr./Ms. Last Name],

As a human resources and development professional at [Company Name], you're no stranger to being pressed for time. Your demanding schedule has you training new employees, relating current ones and dealing with ever-changing company policies. What's more, you're faced with trying to save precious time (and money) on all aspects of your human resources processes. Fortunately, there's a faster and more cost-effective way to print and distribute new-hire materials to employees and it begins with New Employee Orientation Solutions from FedEx Kinko's.

Make a lasting impression on your employees.

When you need to present a positive first impression of your company to new employees, look no further than new employee orientation kits from FedEx Kinko's. Whether you need printing, copying and binding and finishing services to produce the necessary materials, or killing and fulfillment to bundle everything together, you can count on FedEx Kinko's wide range of production capabilities to help you produce and assemble your new-hire materials into one easily distributed kit.

Put FedEx Kinko's to work for you (and your employees) and you can:

- Control document management.** Eliminate multiple document sources, formats and versions across all departments and locations.
- Acquire and retain talent in a competitive labor market.** Improve first impressions by presenting professional-quality documents with a consistent brand image.
- Improve productivity.** Focus on core competencies while we use information logistics to deliver documents when, where and how they need them; maintain multiple versions of documentation matched to the needs of the new hire (i.e., position and location).
- Eliminate the cost of obsolescence.** Frequently revise and update documentation without inventory obsolescence while ordering exact quantities needed.
- Reduce time and cost of shipping.** Distribute and print capability ensures timely delivery of materials and enables digital zone shipping.

To discuss how FedEx Kinko's can best serve [Company Name]'s new employee orientation needs, please ez@kinkos.com or call me. I look forward to speaking with you soon.

[Salesperson's Preferred Standard Signature]

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Scrapbook

Link
Team Member Magazine
The Member's Guide to the Year

March of Dimes WalkAmerica

This year, FedEx Kinko's raised more than \$20,000 as part of our first year fundraising efforts for the March of Dimes. In addition, representatives of FedEx Kinko's and FedEx Kinko's employees across the country helped host fundraisers. Thanks to everyone for your hard work in raising money together!



FedEx Kinko's MS150

In May, FedEx Kinko's raised more than \$20,000 as part of our first year fundraising efforts for the March of Dimes. In addition, representatives of FedEx Kinko's and FedEx Kinko's employees across the country helped host fundraisers. Thanks to everyone for your hard work in raising money together!

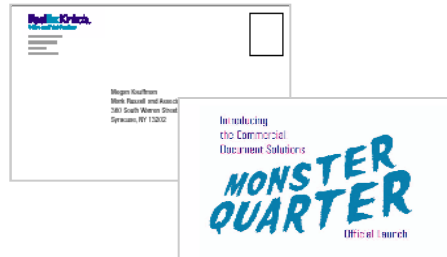


Building on the Purple Promise
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Other Sales Communication Programs



Other Sales Communication Programs



The Q4 Monster Quarter Contest journey has begun!
Next week is the start of our Monster Quarter Contest journey. We've had a great year, and I look forward to keeping up the positive momentum. Not only will Monster Quarter 2006 help us to reach the summit and finish the year strong - you'll have the opportunity to win Monster prizes.

This exciting program consists of two distinct contest trails to run from March to May.

The Sales Contest Trail
This trail will reward top sales performers and teams (including support team members) who drive the most revenue and achieve an increase over the contest baseline performance percentage for the entire FedEx Kinko's offering of products and services.

The Signs and Graphics Contest Trail
This trail will reward top field sales performers who drive revenue growth for our Signs and Graphics products and services in order to finish the fourth quarter strong.

You will soon be receiving specific program details and gear packs to help you to make the most of the Monster Quarter Journey. Get ready for your climb to sell big and win even bigger.

Good luck and good selling!

John McDonald
Senior Vice President of Sales

1 Information Logistics Gear Pack	2 E-mail Jukebox v2	3 FedEx Kinko's Managed Services Gear Pack	4 FedEx Kinko's DocuShare 4.5 Launch	5 GPO Express	6 FedEx Kinko's Q4 Monster Quarter Sales Contest	7 Managed Services/Document Services Relationship Marketing Direct Mail	8 Point to Point Chicago Event
9 AMP 2.0 Launch	10 FedEx Kinko's Exhibitor & Convention Gear Pack	11 FedEx Kinko's Classic	12 Information Logistics Direct Mail and Interactive Marketing Campaign	13 FedEx Kinko's Kitting & Fulfillment Gear Pack	14 On Demand Event	15 FedEx Kinko's Training Gear Pack	16 FedEx Kinko's DocuShare 4.5 Launch

March Sales Contest Rankings As of March 16	
SALES	SALES
1. Galt, Michael	1. Karpis, David
2. Shupak, Barbara	2. Karpis, David
3. Monahan, David	3. Karpis, David
4. Shupak, Barbara	4. Karpis, David
5. Pappas, Cynthia	5. Karpis, David
6. Boudreau, Michael	6. Karpis, David
7. Galt, Michael	7. Karpis, David
8. Shupak, Barbara	8. Karpis, David
9. Monahan, David	9. Karpis, David
10. Shupak, Barbara	10. Karpis, David
11. Pappas, Cynthia	11. Karpis, David
12. Boudreau, Michael	12. Karpis, David
13. Galt, Michael	13. Karpis, David
14. Shupak, Barbara	14. Karpis, David
15. Monahan, David	15. Karpis, David
16. Shupak, Barbara	16. Karpis, David
17. Pappas, Cynthia	17. Karpis, David
18. Boudreau, Michael	18. Karpis, David
19. Galt, Michael	19. Karpis, David
20. Shupak, Barbara	20. Karpis, David
21. Monahan, David	21. Karpis, David
22. Shupak, Barbara	22. Karpis, David
23. Pappas, Cynthia	23. Karpis, David
24. Boudreau, Michael	24. Karpis, David
25. Galt, Michael	25. Karpis, David
26. Shupak, Barbara	26. Karpis, David
27. Monahan, David	27. Karpis, David
28. Shupak, Barbara	28. Karpis, David
29. Pappas, Cynthia	29. Karpis, David
30. Boudreau, Michael	30. Karpis, David
31. Galt, Michael	31. Karpis, David
32. Shupak, Barbara	32. Karpis, David
33. Monahan, David	33. Karpis, David
34. Shupak, Barbara	34. Karpis, David
35. Pappas, Cynthia	35. Karpis, David
36. Boudreau, Michael	36. Karpis, David
37. Galt, Michael	37. Karpis, David
38. Shupak, Barbara	38. Karpis, David
39. Monahan, David	39. Karpis, David
40. Shupak, Barbara	40. Karpis, David
41. Pappas, Cynthia	41. Karpis, David
42. Boudreau, Michael	42. Karpis, David
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45. Monahan, David	45. Karpis, David
46. Shupak, Barbara	46. Karpis, David
47. Pappas, Cynthia	47. Karpis, David
48. Boudreau, Michael	48. Karpis, David
49. Galt, Michael	49. Karpis, David
50. Shupak, Barbara	50. Karpis, David
51. Monahan, David	51. Karpis, David
52. Shupak, Barbara	52. Karpis, David
53. Pappas, Cynthia	53. Karpis, David
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94. Shupak, Barbara	94. Karpis, David
95. Pappas, Cynthia	95. Karpis, David
96. Boudreau, Michael	96. Karpis, David
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Timeline

If resources are dedicated, this project could go live in less than three months

