

A photograph of two men in a professional setting. The man in the foreground is smiling and looking down at a document he is writing on with a blue pen. The man in the background is looking on. The scene is brightly lit, suggesting an office or meeting room.

Forward
thinking for
a successful
future.

ESSENTIAL BUSINESS
BUILDER PROGRAM

you can

Canon

Consultancy, a wise investment.

The printing industry is evolving more quickly than ever before. Digital printing, on-line ordering, variable data printing and e-marketing are all significant opportunities, that if not embraced, will invariably be the downfall of many traditional small printers.

As a business leader you are always under pressure to achieve, evolve and improve. Whether it is launching a new print service or investing in new technologies, your business is never standing still.

From time to time we all need some expert help. It is virtually impossible to stand back and look at our businesses from a dispassionate and logical point of view. Therefore, we ask you to keep an open mind and consider consultancy in a different light, not as a cost, but as a wise investment.

“Every business needs guidance and inspiration. Canon’s Essential Business Builder Program provides both of these in abundance, creating new opportunities for increased throughput as well as the ability to generate new business streams.”

Mike Pearson, Director, 3 Point Imaging Ltd

Consultancy benefits

Good consultants bring relevant real life experience to your business, and provide advice in an honest, positive and user friendly manner.

Effective consultancy will:

- Bring proven expertise to help address problems and opportunities
- Bring a broader perspective on the industry
- Bring a fresh pair of eyes – not distracted by the day to day issues
- Be able and willing to say the things that sometimes need saying
- Have no axe to grind – no political or emotional ties
- Provide unbiased advice based on fact and not feelings
- Enable you to develop and grow your business for a more profitable future

Canon's Essential Business Builder Program includes access to a team of highly respected, independent consultants who will focus their expertise on your specific business issues, challenges and improvement opportunities.

For further information, or to engage a consultant, please contact your Canon Professional print Account Manager.

How to make consultancy work for you

Business planning

Developing and implementing a strategy to develop and grow your business.

Marketing

Identifying and targeting new prospects that match your business proposition.

Sales

Working with your sales team to improve the sales approach and closing ratios.

Finance

Preparing financial and cash flow plans to help secure bank funding.

Management and leadership

Preparing team building programs or delivering training plans.

Technical

Evaluating and recommending technology that fits your company profile, ie. Web to Print systems.



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