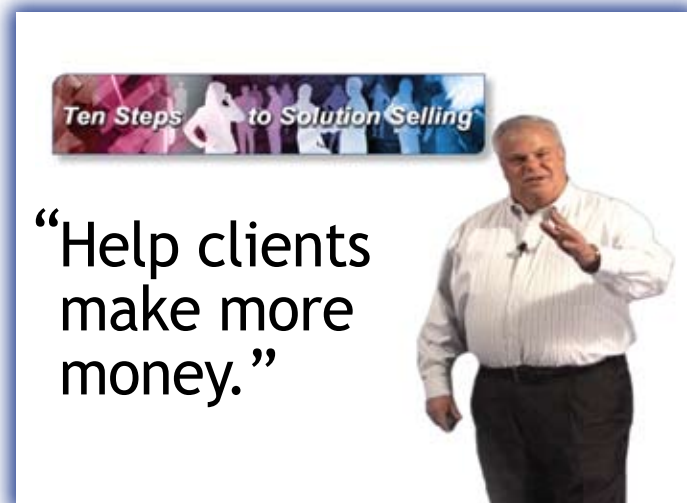


As a sales practitioner, Patrick Morrissey has learned there is one overriding best practice...



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COMMISSIONED BY IPA  
 DEVELOPED AND DELIVERED BY PATRICK MORRISSEY

**A VIDEO GUIDE AND RESOURCE CENTER FOR  
 IMPLEMENTING SOLUTION SELLING IN A  
 GRAPHIC SOLUTIONS SALES ORGANIZATION**

# A 10-Step Video Series and Resource Center

Learn the steps of the consultative sale and a process for implementing solution selling into your sales organization with these 10 concise, power-packed, educational videos!



Patrick Morrissey has been involved in graphic arts sales and sales management for more than 25 years. He has an MBA in marketing, was formally educated in economics at Northwestern University, and has decades of experience in gathering best practices in graphic arts sales.

## IPA's Gateway to Solution Selling Resources Includes:

- ◇ Videocasts  
*View 10 power-packed "how-to" videos*
- ◇ Written Descriptions for Each Step  
*Get started with goals, rationales and work products*
- ◇ Implementation Tools  
*Utilize worksheets, homework and helpful templates*
- ◇ Live Chat with Patrick Morrissey  
*Take part in regular live Q&A sessions*
- ◇ Solution Selling Discussion Forum  
*Share your challenges and success stories*
- ◇ Solution Selling Resources  
*Find suggested materials and other resources*
- ◇ Certificate of Completion  
*Receive one signed certificate per registrant, upon completion*



## Take the Steps to:

- ◇ Capture more market share
- ◇ Sell at a higher price
- ◇ Increase commissions

## Thank You

*to the IPA Solution Selling Team for their input and oversight of the Solution Selling Program*

- |   |                                   |
|---|-----------------------------------|
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|   | ◇ Renee Walsh, Schawk, Inc.       |

**Videos available 24/7 from [IPA.org/SALES](http://IPA.org/SALES)**