



## **Kyocera Mita America Launches “Power Selling” Dealer Training Program, With Noted Sales & Marketing Expert, Steven Power**

*Customized Training Program Promotes a Collaborative Sales Approach for Document Technology Solutions; Enabling Sales Teams to Sell Value Beyond the Box.*

**FAIRFIELD, New Jersey – June 11, 2008** - Kyocera Mita America, one of the world's leading document solutions companies, today announced the launch of a newly customized, comprehensive sales training program for its dealer channel. Developed exclusively for Kyocera Mita America by Steven Power, acclaimed author of *Power Selling: Consult & Collaborate to Create Competitive Distinction* and Founder and President of Sales & Marketing Solutions International, the innovative “Power Selling” method focuses on a collaborative, partner-oriented approach to engaging prospects and customers to ensure the sales relationship delivers ongoing value.

The “Power Selling” program aims to empower Kyocera Mita America dealers with new techniques and perspectives to best identify and address customers’ document imaging needs — all from a solutions-centric perspective. Built on a philosophy that promotes an atmosphere where buyers and sellers work collectively towards a common goal, the “Power Selling” method encourages Kyocera Mita America dealers to gain a full understanding of a customer’s business model in order to better communicate the competitive advantages of the Kyocera offerings; highlighting Kyocera’s value propositions and key differentiators, including its Total Cost of Ownership (TCO) advantage – where Kyocera offers one of the industry’s lowest total costs at which an end-user will be spending throughout the life of a product.

“By following the “Power Selling” program, we believe our sales professionals will be empowered to engage in more meaningful dialogues with businesses regarding their document imaging requirements,” said Peter Hendrick, vice president, Marketing, Kyocera Mita America. “We encourage them to take full advantage of the “Power Selling” program — as the curriculum that Steven Power has created solely for our business will help our dealers form mutually-beneficial relationships to support a customers long-term document goals. We believe Steven has taken the time to expertly craft a sales training structure that is invaluable to building relationships, and we look forward to our channel harnessing the power of the program.”

“The method in which customers make purchasing decisions has evolved over the past decade, and having worked with Kyocera Mita America for more than 15-years, it has been my pleasure to assist them in evolving their sales training techniques to match customer procurement patterns,” said Steven Power. “I see Kyocera Mita America’s ‘Power Selling’ program as the convergence of a strong sales curriculum with a powerful brand that together will empower dealers to look ‘beyond the box’ to the great potential in offering comprehensive solutions uniquely positioned to address customer document technology needs.”