

Seller Round 1: Bright Wave Logistics (Atlanta, GA)

Setting:

You are a Xerox Sales Representative preparing for your first meeting with Bright Wave Logistics, a fast-growing regional logistics provider. Your primary contact is Alex Chen, the Director of Operations, who has expressed concerns about their paper-based compliance processes and operational inefficiencies.

Background Information:

- Bright Wave Logistics operates multiple distribution centers across the Southeast.
- They still rely on paper for billing, shipping confirmations, and compliance records, which slows down audits and frustrates partners.
- The company must meet regulatory requirements such as Department of Transportation (DOT) and customs, and they are under pressure to adopt more sustainable practices.
- Their Enterprise Resource Planning (ERP) system is custom-built, making integration a critical issue.

Your Role:

- Build rapport and establish credibility with Alex Chen.
- Identify specific points related to compliance, operations, and storage costs.
- Present Xerox Backfile Scanning as a solution to improve retrieval speed, compliance readiness, and sustainability.
- Address any initial objections regarding disruption, data accuracy, and ERP integration.
- Position Xerox as a long-term partner in supporting Bright Wave's growth.

End Goal:

Secure agreement to run a pilot project at one distribution center, demonstrating improvements in integration and efficiency.