

New Lexmark Industry Advantage Offering Pairs Partners with Industry Experts

Partners of any size can build in-house industry expertise to differentiate and grow.



Lexmark

LEXINGTON, Ky., Aug. 27, 2019 /PRNewswire-PRWeb/ -- Lexmark, a global imaging solutions leader, today announced the launch of Lexmark Industry Advantage (LIA), a new offering that equips Lexmark partners with the vertical industry expertise needed to better serve their customers and grow their

business.

"Industry analysts cite Lexmark's vertical expertise as a clear differentiator that benefits our customers," said Brock Saladin, Lexmark senior vice president and chief revenue officer. "Equipping our partners with this expertise through Lexmark Industry Advantage is another example of our focus on the channel business."

Lexmark is an established provider to some of the world's largest organizations in industries including government, education, healthcare, financial services, manufacturing and retail. A team of industry experts across the globe maintain strong relationships with customers in their area of expertise, staying on top of trends and best practices. The Lexmark Industry Advantage program is designed to share that valuable knowledge with Lexmark partners.

"For the most effective customer interactions, you need to speak their language," said Sammy Kinlaw, Lexmark vice president, worldwide channel and OEM sales. "Customers want to talk about their unique print needs and business processes. Partners who can knowledgeably engage in these industry-specific conversations will stand out from the competition and win more deals."

Customers rely on print in key business transactions that are core to their business, such as completing patient registration, printing bills of lading, or keeping financial statements secure. Through educational resources and opportunities to engage with seasoned Lexmark industry consultants, LIA helps partners of all sizes build this industry-specific knowledge in house.

The Lexmark PartnerNet tool provides 24/7 access to an expansive collection of industry-focused resources, including battle cards that guide the team through industry-focused sales calls. Monthly webinars conducted by Lexmark industry consultants provide an in-depth look at industry trends, challenges and recommendations. And when it comes time to close a deal, Lexmark industry experts are available to discuss strategies or attend customer meetings.

"Generating the knowledge needed to approach customers in a targeted, industry-specific way is beyond the resources of most dealers," Kinlaw said. "And yet that is exactly what their customers expect. Lexmark Industry Advantage provides our partners access to the deep industry expertise Lexmark has developed over nearly 30 years, so they can differentiate and grow their business."

Supporting Resources

- Lexmark partners may learn more about Lexmark Industry Advantage on [PartnerNet](#).
- [Learn more](#) about the benefits of becoming a Lexmark partner.
- [Subscribe](#) to the Lexmark News Blog.
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About Lexmark

[Lexmark](#) creates innovative imaging solutions and technologies that help customers worldwide print, secure and manage information with ease, efficiency and unmatched value.

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