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*The
Butterfly
Effect*



Xerox
Authorized
Sales Agent

The Butterfly Effect

Your locally owned and operated Xerox Sales Agency

By: Maj Khan



Butterfly Business Products Ltd. or BBP earned its position as the largest Xerox Sales Agency in Canada because of its commitment to providing its clients exceptional service. Its soaring success is grounded in old-fashioned values of accountability, integrity and attention. This basic principle of taking care of the client all the way and beyond has steered the steady course of this well-established organization. Brothers and Managing Partners, Stephen Brennan and Colin Brennan, are committed to providing

exemplary sales service that goes beyond simply meeting their clients' needs but exceeding their expectations.

It is all about focus, hard work and passion. "We have a passion for our company and the industry we work within. Along with a client focused approach we can provide our customers with an unmatched experience not only pre sale, but where it counts in the post sale and implementation."

At BBP, the key elements of its model

business practices are a great product, proud professionals and superb delivery of that product. BBP is a small company, compared to the giant it represents. Xerox is a global heavy hitter in the document processing business providing the most extensive array of products and consulting services in the industry. So BBP concentrates on the basics – selling a quality product that inevitably makes business a lot easier for the customer. It does that through its extensive knowledge and its ability to build solid

relationships that last a lifetime and that is the key to this company's success.

Since the inception of the program by Xerox in 1995, BBP's founder, John Ingram and the late Steve Conway started the company that same year. Its roots have always been about exceptional representation of Xerox products. It has taken the challenge of selling Xerox products in its designated geographical region, which includes the entire GTA area with the exception of the downtown core. BBP has grown significantly in just over a decade. From six sales representatives to about 31 diligent and knowledgeable employees, it is recognized as a market leader when it comes to selling Xerox products.

"As the largest partner to Xerox in Canada we will annually receive volume awards for major product lines in the Xerox portfolio for sales." Currently BBP is focused on selling Xerox award winning line of black and white and multifunctional units. The technological scope of these machines are impressive, capable of printing anywhere from 21 to 110 colour pages per minute. These new products can literally transform how an office performs, whether it is measured in the volume of its output or the quality of the work itself. BBP is proud to feature these products as well as all the other services they provide on their user friendly and informative website www.butterflybiz.com

Visitors are more than welcome to drop by and visit Stephen and Colin at their office strategically located at 155 Rexdale Boulevard. At 4,000 square feet, this spacious property is well equipped and includes an informative and interactive customer demonstration facility.

BBP positions itself as a local presence for a large international company, easily accessible and well connected. It provides the latest in cutting edge technology combined with unprecedented service and warranties.

Xerox continues to produce award-winning products and is a model for many others offering unparalleled quality, service, and durability while



addressing environmental concerns with its wide array of products. From publishing systems, copiers, printers, scanners, fax machines and document management software, along with related products and services, Xerox products and services are all designed to help customers master the flow of information from paper to electronic form and back again. Whether it is a one-man operation or a conglomerate, Xerox has the necessary products to effectively satisfy the most discriminate of needs.

"At BBP we provide our entire client base with access to toners and supplies for all competitive printers including colour and black and white along with fax machines."

As Xerox's representative, BBP is currently looking to expand its supplies and analyst services (networking) to compliment the multifunction copier/printers that it currently sells.

Customer service is the lifeblood of BBP. It is essential given the scope and scale of Xerox. Yes, Xerox is a visible presence on a global scale, with creative marketing strategies combined with significant time and investments spent on developing the most cost effective and

value added solutions for the customer. However, an effective mechanism had to be in place for it to reach each and every one of its millions of clients. To provide that depth of customized level of service BBP works diligently to understand each entity's business needs and is committed to find a solution to answering those needs. "Understanding what your clients' need, and positioning a solution that can provide an efficient end user experience, coupled with delivering on a strong account management process that leaves your customers satisfied with the service they have been provided is why we succeed," states Colin."

Stephen and Colin joined the company in 2000 as sales representatives. In January of 2005, they assumed control of the company. Brilliant, ambitious and focused, they quickly proved their abilities extended beyond the sales pitch. When the opportunity presented itself they were both ready for the challenge. Between the two they had a wealth of experience and an innate capacity for understanding and addressing people's concerns. "We identified our strengths and split the responsibilities of the company to match what each one of us is good at. Because we are brothers

we have that bond where trust and the ability to also criticize exists without consequences. There is also always someone else to bounce ideas off of.” They also had the principle leadership qualities and management skills crucial to effectively run this company, especially in such a competitive industry.

“I choose this company because it is an industry leader and it gave me an opportunity that most companies would not,” quotes Stephen. He and Colin have built on this philosophy of taking chances and testing new limits to foster a thriving environment of strong teamwork, clear communications, hard work and a commitment to stellar business ethics.

BBP offers the widest array of office products and document solutions anywhere. Their extensive resume of services include: integrated, networked and digital document solutions, colour printers and copiers, monochrome copiers, multifunction fax systems that perform printing, faxing and scanning,

colour laser printers and black and white printers that are network friendly which can impact the colour and low cost productivity right at the desktop.

Always consistent, Butterfly stands behind its commitment to provide world-class products that utilize the best of technology serviced by highly knowledgeable agents.

Word of mouth has been one of the most effective forms of advertising for this company. Its reputation precedes it. It is also fortunate to be in a position where Xerox heavily advertises BBP. BBP does hold an annual product showcase and it does rely ever so often on direct mailings and at times even utilizes the radio and newspapers as a marketing tool.

BBP however, continues to stretch its wings and that is directly a reflection of the owners’ vision for the company. “We are constantly tailoring our company to become better everyday, through best practices and always improving work process to increase a professional

response time to our client base.”

These brothers understand that with all the technology they are surrounded with, this is essentially a people’s business. Stephen and Colin are looking forward to running a bigger and better company.

They are deeply grateful to their longtime friend and mentor, John Ingram for his guidance and support and will continue to honour what he has taught them. The brothers are looking forward to the challenges of the future and will continue to lead this company with integrity, acquiring one client at a time and making it clear a happy client is what matters in the end.

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