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**Printegration, Inc.**

## Sales Tips

These sales tips are from Bill Farquharson, president of Print Tec Network, Inc. You can find more tips on the Print Tec website at [www.printtec.com](http://www.printtec.com).

### The Killer Qualifying Question

I was on the phone the other day with a customer service rep from Verizon trying to decide whether to switch back to their local area coverage. The CSR was polite and knowledgeable as I discussed my business. We talked prices and services for a while and the call began to wind down. It was clear I wasn't coming back. So, I started to utter my "Thanks-for-your-time-but-I-am-happy-with-my-current-vendor" closing line. But as I did, the CSR asked one last question, a showstopper of vendor-changing proportions:

#### "Is your phone system doing everything you would want it to do?"

Wow. I was thunderstruck. A thinking CSR, what a concept! This was a question that could lead the customer (me) to explore the possibilities of what he'd like, not what he has. This was a question that might cause the CSR to solve a problem that had yet been unidentified. This was a question that made me rethink my relationship with my current vendor: why hadn't THEY asked me that? This is a question—put in printing terms—that we need to be asking our prospects!

### Organization

Always have the next day planned before you leave the office. Always have the next week outlined before you leave on a Friday. These two simple rules allow you to hit the ground running when you come in to the office. If you are arriving on a Monday and planning the week, you are wasting sales time. Everyone THINKS they are busy and couldn't possibly fit another thing into their day. Maximizing your selling time begins with good sales organization. It is motivational, as well.

## PRINTING INDUSTRIES OF VIRGINIA



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10193 Maple Leaf Court  
Ashland, VA 23005

Toll Free: 866 550-7502

ph. 804 550-7500

fax: 804 550-4610

[joinus@piva.com](mailto:joinus@piva.com)

[www.piva.com](http://www.piva.com)

**SELF-TAUGHT SALES™** by Linda Bishop, Thought Transformation

### EASY WAYS TO FIND PROSPECTS

Recently I talked to a sharp group. One salesperson said, "When I'm at a customer and get introduced to new hires, I find out where they used to work. Their old company becomes my new prospect."

Smart idea.

Build on it by asking current clients where they used to work. Do they talk to former coworkers? If they left on good terms, they may offer names and information to warm up a cold call.

### FINDING PAIN POINTS

Take this easy approach to locating pain. Tell a story that illustrates how you helped a customer. End it by saying, "Our customer was happy because . . ."

Ask the prospect "Is this ever a problem for you?" Friendly, but direct.

If they say yes, follow up with three additional questions. Make sure you fully understand why they believe it is a problem.

Recap what you heard, adding, "If this a problem you would like to solve, we can . . ."

If the prospect greets your suggestion with interest, then take the next logical step to move the relationship forward.

### How can I get a prospect to call me back?

Prospects do return phone calls under these circumstances.

Your message is crystal clear. It explains what you do and how you can help. You convey through voice tone that you're a competent professional. The potential buyer needs your

offering now. Of the three points, the last is the most important. When timing is right, messages trigger calls because your offering is relevant to the buyer.

**TT Tip:** Speak slower than normal when leaving your name and phone number. Make it easy for buyers to copy information if they're interested.

### DON'T LET HOT LEADS FIZZLE OUT

A hot lead is a prospect who indicates an interest in hearing your story. Hot leads come from three sources:

-They call your company looking for information.

-They visit your website looking for information.

-They meet you at a networking event, an educational opportunity, or a tradeshow.

Hot leads cool quickly, so follow up on the new contact within 24 hours by phone or by email. Your quick response offers proof that you're interested in them and ready to do business.

### IT PAYS TO ADVERTISE

Do your clients know you're a miracle worker?

When you quietly fix problems without fanfare, clients sometimes assume there are no problems. If there are no problems to fix, then your job looks pretty darn easy. If the task is easy, then why should clients pay a premium for you? Why not shop for a cheaper price?

When you solve problems, mention the situation and let clients know you're watching out for them. Advertising value proves you're worth every penny.

## Upcoming Events

- **Sales & Marketing Executives Conference**  
June 21-24, 2009  
MonteLago Village Resort ..  
Lake Las Vegas, Nevada
- **Mid Atlantic Print Management Conference**  
August 13-16, 2009  
Great Wolf Lodge  
Williamsburg
- **PRINT 09**  
September 11-16, 2009  
McCormick Place, Chicago
- **Jim Fannon Memorial Golf Classic**  
September 23, 2009  
Cannon Ridge Golf Club  
Fredericksburg
- **Converge Conference**  
November 8-11, 2009  
Orlando
- **Fall Women In Print**  
November 11, 2009 -  
Colorcraft of Virginia  
Sterling
- **Color Management Conference**  
December 6-8, 2009  
Pointe Hilton Tapatio Cliffs  
Phoenix

**PRINTING  
INDUSTRIES  
OF VIRGINIA**

## Sales Column



**Bryan Koons**  
Account Executive  
Colorcraft of Virginia, Inc.

Before I share my experiences/tips with you, let me tell you a little about my background. I graduated from high school knowing there would be a spot for me in the graphic communications field. My high school teacher had a very big impact on this. So much so, that I ended up at his Alma Mater. Once achieving my Bachelor's Degree in Graphic Communications Technology: Photo Offset, which is a long-winded way of saying printing, I was hired by Colorcraft of Virginia, Inc. a week before graduation. After moving from my hometown in Pennsylvania to the state of Virginia, the place I always told my parents I would end up, I quickly learned that printing was not a 9-5 job and that each project has its own little idiosyncrasies to be aware of. Being proactive and watching for those details/pitfalls, whatever you want to call them, became the basis of my expertise, which I feel has greatly improved my

chances of success in sales.

That being said, the one thing that I remember a friend telling me about the business is: "This business is, what have you done for me lately?" One of the major parts that I feel is important is to always stay in front of your client. Whether that be running a proof to review it with them, talking about options on future projects, inspiring them with fresh ideas and new techniques or projects that you have seen, or challenging them to think outside of the box. And you can bet, they will challenge you. If you can do all this and be sincere and honest with them, I feel this is what helps builds relationships that they as a print buyer will value. One thing to remember before you talk to any prospect is that they must get to know and like you. I know this is a big pill to swallow and not everyone will like you. But like we all learned in school, you won't get along with everyone. How boring would the world be if that happened? So get out there, be genuine and intrigued by people and their needs and see what comes your way.

### Don't Put All Your Eggs in One Basket

The recent closing of some large printer plants reminds us of the hazards of concentration but avoiding it is easier said than done. In this case, 477 people lost their jobs because the client decided to go elsewhere. Since many printers grow by producing larger jobs, not more jobs, this factor can feed concentration. We all understand the importance of partnering, being the sole source, etc., but we need to remember that there is a dark side as well. If we're little fish and they're big fish, concentration looms.

### They Still Want Service

Every firm is under enormous pressure to cut costs. But, at the same time, the evidence is that clients are becoming more demanding of service and more willing to change because of service failures. The moral of this story is that cuts cannot affect client service or the loss of business will exceed savings.

### Is Selling Dead?

The ONLY national conference for print sales and marketing executives! Sales & Marketing Executives (S&ME) Annual Conference, June 21-24, 2009, MonteLago Village Resort, Lake Las Vegas, Nevada. For more information, contact Justin Goldstein at [jgoldstein@printing.org](mailto:jgoldstein@printing.org) or 412-259-1806.

### On the Spot Stress Relief

Stress reactions can continue long after the initial irritation has passed. Allowing yourself even a brief break can help defuse a tense situation and possibly limit the harmful effects of stress on the body. Try one of the following options:

- Sip a soothing cup of tea
- Tell it all to a friend
- Escape for a five minute walk

**Print Worth** *Pondering*  
*If you would be loved, love and be*  
*lovable...Benjamin Franklin*

## Announcements

If you have not opted to the Sales & Marketing Executives (S&ME), make sure you do so soon. The S&ME, a core service of Printing Industries of America, gives owners, presidents, executives, sales and marketing executives the strategic information and national networking resources they need to maintain a competitive advantage and respond to today's changing selling environment. The programs, products, and services of S&ME were tailored to meet the direct needs of this segment of the industry. This service is included in your membership. Contact Alice at 804-550-7500 to get opted in.

**Good Reads** - Check out Dave Fellman's new book *Sell More Printing!* Go to [www.davefellman.com](http://www.davefellman.com) for more information.

Featured in Canvas Magazine, Linda Bishop's book *Selling in Tough Times* is getting great reviews. Log on to

### ROI: Direct Marketing Driven Sales vs. Non-Direct Marketing Sales

The Direct Marketing Association (DMA) reports that for 2008, every \$1 spent in direct marketing advertising resulted in \$11.63 in direct marketing driven sales, on average. Conversely, every \$1 spent on non-direct marketing advertising resulted in average sales of \$5.24. By 2013, direct marketing ROI is expected to improve to \$12.30 per ad dollar spent. Non-direct marketing ROI is expected to remain flat at \$5.23 in sales per ad dollar spent.

### Members Making News

**Printers get Digitized** - Congratulations to both Winchester Printers and Zoom Printing (Richmond) for their newly added digital department. Both printers recently added HP Indigo Digital Presses.

**Thinking outside the box** - Steve Samuel of Graphics Gallery in Richmond was recently featured in the Richmond Times-Dispatch as being "mad as hell and he wants to let everyone know." Steve has been frustrated and fed up with all the negative talk about the economy. "There's tons of doom and gloom in business and in your personal life, but you can't let it get you down," he said. To combat the negativity -- and help boost sales - Steve created a sign that his salespeople are passing out to clients and Graphics Gallery is giving away. For a full article visit [www.timesdispatch.com](http://www.timesdispatch.com).

**Guess what?** - Employee owned Worth Higgins & Associates, Inc. in Richmond, announced the acquisition of Billet Printing in Manassas, Virginia. At the same time, the account executive and support staff of the former Colonial Printing in Richmond, Virginia have joined Worth Higgins & Associates, Inc.

**Guess what else?** - The McClung Companies in Wayneboro has integrated Kaminer & Thomson, a Charlottesville printer since 1969, into its full service graphic communication organization of printing, mailing and integrated marketing services.

### Sell More Printing

Prospecting ends with your first meeting with the buyer, but the buyer is not a fully qualified prospect when that first meeting

[www.thoughttransformation.com](http://www.thoughttransformation.com) to find out more.

## Get Connected!

Printing Industries of America has profiles and groups on Facebook and LinkedIn that can help you network with peers, ask print-related questions and get industry information. These profiles and groups can be used as a forum for printing and graphic communications professionals to freely interact with one another by holding discussions and sharing links, videos, photos and ideas. Anyone can connect to Printing Industries of America through these profiles and groups as long as they are logged in as a member of Facebook or LinkedIn. For more information, visit [www.printing.org](http://www.printing.org), keyword search, 'Social Networking'. Questions can be directed to Tony Vinski, Internet communications manager at 412-259-1805 or [tvinski@printing.org](mailto:tvinski@printing.org).

### Basic Truth

"The vital difference between a printing solicitor and a salesman of printing is: The former depends for his success on the price he is able to quote the customer; the salesman depends for his success on his knowledge of the business, his knowledge of his customer's business, and his ability to convince as to results he can offer in building the customer's own business." The language is a bit stilted, but the core concept of sales remains as true today as it was in 1914 when this was originally published.

begins! Remember the three qualifying criteria: (1) buying exactly what you sell, (2) buying enough of it to make your pursuit worthwhile, and (3) showing real interest in buying from you. Even if you're pretty sure of #1 and #2 at this point, you can't be sure of #3, and it's important to understand that being willing to meet with you and being ready to buy from you are two very different things. If all you're doing is making a "spiel," you are talking but not qualifying, and that represents bad strategy on three separate levels. First, you are putting your cart before your horse in terms of time management. Second, if you're doing all of the talking, the buyer may very well stop listening. And third, I don't care how slick a spiel you've put together, it'll be worthless if you can't give them a good reason to stop buying from the other guys in order to start buying from you!

### VPP's Newest Ambassador for Print & Graphics



Meet Rhett Riddle, president of Kenmore Envelope Company in Richmond, our newest Ambassador. Rhett donated an Epson 9600 wide-format printer to the Ambassadors for Print & Graphics program. Due to the interest of programs throughout the state, a drawing was done at PIVA headquarters in Ashland at the PIVA Board meeting. We congratulate Fauquier High School who won the drawing.

Be an Ambassador for Print & Graphics by donating equipment, printing material, or sending a contribution to the Virginia Printing Foundation. For more information contact Katie Gekker at (703) 216-3714.