



10193 Maple Leaf Court | Ashland, VA 23005 | ph. 804.550.7500 | fax: 804.550.4610

Possibilities - Newsletter for Sales & Marketing Team

Names are important

In business it's essential to remember a contact's name. often we can recognize a face, but the name slips through the cracks. Here are five easy tricks to help you have a total recall and keep connected with the people you need to know:

1. When introduced, give your full attention to the person.
2. Use their name at least twice in the first 60 seconds of conversation.
3. For difficult names, ask the person to spell it.
4. Use a "visual" to capture - relate their name to a visual.
5. Introduced the person to someone else to reinforce your memory.

Exceptional Customer Service Is a Culture, Not A Set Of Rules

Managing incentives for great customer service doesn't necessarily require cash or a gift. For instance, Richard Proffer, a counselor at the University of Missouri Small Business and Technology Development Center, personally washed the cars of employees who provided great customer service rather than recognizing them with cash or a gift as a device for publicly recognizing their outstanding performance.

Coupon Clipping on the Rise

It shouldn't be surprising that coupon clipping rises as the economy sinks. Interestingly, current research shows that current clippers are better educated and more affluent than traditional ones. Some examples are: 75% live in metro areas; adults with college degrees have doubled their use; 60% of adults with

household income in excess of \$100,000 clip coupons. What's the importance to us? Coupons are a core component of print media. More importantly, they can be used to track the effectiveness of a campaign so that your client knows that his investments has real ROI.

Less Clutter Works for Direct Mail

A knowledgeable marketing consultant has said that his clients were making more use of direct mail as a part of their campaigns and getting good results. He pointed out that the significant drop in direct mail volume was a major driver in direct mail's new power - there's less clutter in the mailbox.

Now You See It, Now You Don't

It's axiomatic that among retail stores featuring a large number of low-ticket somewhat disassociated items, shoppers are unlikely to see - or remember seeing - a high percentage of the products on display. Many of these retailers, such as gift shops, card shops, and travel agencies, change their displays with some regularity rather than change the products as a device to reinvigorate sales activity. This philosophy may provide a sales and profit opportunity to printers and marketers serving them. Menus at restaurants with more than twenty locations are receiving a makeover as a result of the passage of laws requiring that menus and menu boards carry nutritional and other information. It should be assumed that diners are conversant with dishes that have being on the menus, even if they've been on the menus for years. It's an opportunity for a marketing makeover, an opportunity for generating additional sales and profits.

PRINTING INDUSTRIES OF VIRGINIA

CONTENTS

- How to Develop an Outstanding Territory Sales Plan
- A Message from the Chairman
- Best In Print Call for Entries Starts Now!
- Members Making News
- Forget the hips, it's the feet that don't lie
- The Power of Print
- Names are important
- Exceptional Customer Service is a Culture, Not a Set of Rules
- Coupon Clipping on the Rise
- Less Clutter Works for Direct Mail
- Now You See it, Now You Don't

10193 Maple Leaf Court
Ashland, VA 23005
Toll Free: 866 550-7502
ph. 804 550-7500
fax: 804 550-4610
www.piva.com



PIVA Newsletter Fourth Quarter 2010

How to Develop an Outstanding Territory Sales Plan - By Joe Rickard

Now is a good time to rethink how you are managing your sales territory. No salesperson can afford to waste any time calling on the wrong customer or selling low payoff products and services. Customers, products, technology and competitors are constantly changing. Great performance starts with an outstanding territory sales plan. Now is a good time to rethink how you are managing you sales territory.

Like many business plan, a sales plan provides a predictable road map of goals and activities to ensure a successful year. Knowing whom you will call on, what sales activities are required and how much time and effort must be expended on each prospect is a critical step in making your goals. Establishing the most effective course of action to achieve sales objectives can be done using a simple planning process.

Many salespeople fail to adequately adjust when things go wrong. Those who don't plan tend to repeat the same tactic and strategies regardless of whether they work or not. A territory sales plan should be prepared annually and updated quarterly. Here are three good reasons to develop, update and review your sales plans, strategies and tactics:

1. **THE PRINT INDUSTRY IS TRANSITIONING QUICKLY.** Now, print provider organizations are difficult to categorize since more and more of them are offering broader range of products and services to complement existing business models. The types of hardware utilized, output produced, or types of customers served no longer easily distinguish our industry. Your competitors may be more vulnerable than ever.
2. **THE INDUSTRY IS BECOMING MORE DEMOCRATIZED.** More and more print

providers have adopted new technology and consequently added more services. In the past, customers would go to a specific type of printer, agency and creative to obtain specific solutions. Today they are becoming more comfortable with printers who are able to supply all of their communication and communication service needs. If you do not have all the solutions, then partner with someone. This is a terrific opportunity for creative and aggressive sales people to generate new business.

3. **THERE HAS NEVER BEEN A BETTER TIME IN RECENT HYSTORY TO SELL PRINT.** With so many changes, customers are looking for new and better ways to communicate. Any statement an organization can make can be expressed clearly and pervasively with a printed image. In this day of the myriad clutter of written, spoken and electronic messages, customers will appreciated the opportunity to have their message stand out. Customers are looking for salespeople who can present them with new ideas and way to improve their business.

WHAT DO YOU NEED TO DO? As you might guess, an important part of territory sales plan is determining what needs to be done and how long it will take to reach your goals. Your plan must be an intelligent effort directed toward clearly defined goals. Be sure to analyze sales activity in terms of you important goals; your income and you quota.

Ask yourself, have I attained the income level that I expect and have I generated the sales levels that my company expects? What is going well and what is not working? Then, ask the question how much income can I reasonable expect this year and specifically what do I need to do to make it happen?

Continued inside

Calendar of Events

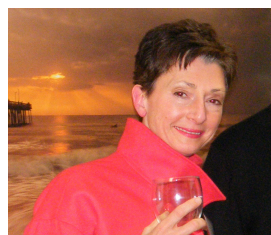
Best In Print - Deadline for Entries - January 21, 2011

ON DEMAND Conference & Expo - Registration is Now Open! - Register at www.ondemandexpo.com, PIVA members get a Free Expo Pass with Code "343H" - Washington, DC - March 22-24, 2011

Best In Print - Awards Banquet - March 26, 2011

A Message from the Chairman

A man walks into a church.



PIVA Chairman Susan Higgins Worth Higgins & Associates, Inc.

He kneels before a marble statue of the Virgin Mary and prays, "Blessed Mother, please let me win the lottery this week. I lost my job, and need money to provide for my family."

A week passes, and the same man walks into the same church, kneels before the same statue and prays, "Blessed Mother, please let me win the lottery this week. My wife and I have both lost our jobs, and we need money to provide for our family."

The next week, the same man walks into the same church, kneels before the same statue once again and prays, "Blessed Mother, please let me win the lottery this week. Our house is in foreclosure, and I need the money to provide for my family."

Suddenly there is a crash of thunder and a flash of lightning, and the marble statue leans over and whispers into the man's ear, "Buy a ticket."

Forgive me for telling a joke that is so close to the terrible reality that many Americans have faced in the past 18 months. You will, I hope, take it in the spirit in which it was offered: to help make a point about your membership in PIVA.

Best In Print Call for Entries Starts Now!

Gather your best pieces printed this year, download the entry forms on the PIVA website, and send them to PIVA. The Best In Print competition recognizes the best printing in the state of Virginia. The competition also recognizes the best graphic design, best use of variable data, best use of green materials and others. For more information log on to www.piva.com. Remember, your winning entries can be submitted to the PIA Premier Print Awards at no cost.

Members Making News

Good Printers, Bridgewater

Join us in congratulating Good Printers for winning the 2010 Best Workplace award!

B&B Printing, Richmond

expands to offer new integrated printing and mailing services.

Zoom Printing, LLC, Richmond

has been named to the prestigious Inc. 5000 list, a compendium of the most entrepreneurial and fastest growing private companies in America.

Members and prospects often struggle with finding value in belonging to PIVA. "I just don't get anything out of it. I pay my dues, but what do I get in return? How can I justify the investment?" you ask.

Your PIVA membership works just like the lottery. You have to play to win.

If you don't call when you have a question, don't read the newsletter, don't attend events, don't enroll in a member discount program and don't participate in a wage and benefit survey, your membership will be worthless. It's only when you are an active member that you can appreciate the value of belonging.

So, take advantage of your member discount the next time you buy software or ship a job by FedEx. Send your production manager to a seminar to learn about increasing productivity. Visit the PIA website and research a new compensation plan to motivate your sales force. Enter the Best In Print competition, reward your employees for a job well done and present your customers with credible evidence that they are working with one of Virginia's finest. Attend a webinar and be prepared the next time OSHA comes to call. Save money on your healthcare benefits through our alliance with VADA. You will get out of your PIVA membership exactly what you put into it.

Susan Higgins
Chairman

How to Develop an Outstanding Territory Sales Plan - By Joe Rickard (continued)

You will need to target specific companies and develop a calendar of activities. This will include how many prospecting phone calls, customer appointments, presentations, surveys and proposals; it will take to get your desired income. All of this will allow you to build a plan that includes specific sales activities.

KEY ELEMENTS OF A TERRITORY SALES PLAN

Here are some suggestions for assessing, planning and implementing a territory plan.

* ESTABLISH INCOME AND BUSINESS GOALS.

How much money do you expect to earn and what sales performance do you need to obtain to get there? Plan out your income by quarter, and then map the required sales necessary. Ask, are these goals reasonable and achievable and what must happen for me to reach them?

* PROFILE YOUR TOP CUSTOMERS & PROSPECTS.

Spend ample time planning and researching. Research the marketplace you are selling in. Map the types of customers and markets to the kinds of products and service you can offer. Target your sales based on potential. List all your top prospects and describe what their pain points are. Review what makes them successful and what their perception is of your company.

* BUILD A SALES FORECAST FOR EACH CUSTOMER AND PROSPECT.

Start with your existing customers. You know them well. Identify the printing solutions that are linked to the overall success of each customer and that will be perceived as high value. High value solutions will generate more revenue and profit. Know what makes your customers successful. If gaps exist between what you are forecasting and your income plan, then you must immediately put plans in place to increase your prospecting to target new and existing accounts. Don't wait.

* PRIORITIZE AND SCHEDULE YOUR STRATEGIES, TACTICS AND ACTIVITIES.

What specifically will you do and in what time frames will they be done to close the business? Develop a calendar and list the actions you will take in each account such as generating proposals, developing pilots or creating proofs of concepts. For prospecting, specifically describe your planned actions such as net working, cold calling, holding a customer event, etc. Think like an agency or marketing communications firm. If you can't offer all the services required to support a profitable business then find partners.

* CREATE A MONTHLY SALES AND INCOME FORECAST.

Based on your forecast for closing specific customers and prospects, build a spreadsheet of the monthly schedule of sales and income that you will generate. This is the tract that you need to make your overall sales and income objectives. Keep this spreadsheet up to date and use it as a reporting system to gauge your success. Continuously review your selling program and adjust as required.

*** CONTINUOUSLY REVIEW YOUR SELLING PROGRAM AND ADJUST AS REQUIRED.** If you are finding that you are missing your objectives, or significantly overachieving, then adjust your plan. The true source of information on how your selling program is working can be found in your customer's success and your business results. If you can differentiate your company and demonstrate results generated for customers, you will succeed.

Don't wait. Get started now. Review your selling and territory plans. If you are unsure how to do it, ask for help. There may be resources within your own company. Owners, general managers, industry-networking groups, marketing and/or customers, all have insights on how to help develop successful tactics and strategies.

Forget the hips, it's the feet that don't lie

Want a hint about how that face-to-face sales pitch, job interview, or other negotiation is going? Try looking down. When people try to control their body language, they focus mainly on their facial expressions and leave their legs and feet uncontrolled. Thus, that is where the truth can most often be found. Bouncing, tapping, wiggling feet are what professional poker players call "happy feet," and a signal that a player's hand is strong. You can pick up similar signals in business negotiations. If you see a lot of high-energy foot jiggling, or notice a slight bounce in the shoulders that results from such movement, you can almost always assume that the person is feeling pretty good about his bargaining position. Also, he probably thinks he has the upper hand. Feet say a lot about self confidence. When you stand with your feet close together, you appear timid or hesitant. When you widen your stance, you look more solid and sure of yourself. Foot positions are revealing even if someone's legs are crossed. If the toe of the leg on top points toward you, the person is most likely interested in you. If the toe points away, the person is probably withdrawing. (Excerpted from "A Body Language Secret: Look Below the Belt" by Carol Kinsey Goman, first published on Forbes.com)

The Power of Print (pass it on)

85 Billion pieces of direct mail were received by households in 2009. - *USPS Household Diary Study, 2009*

21% of affluent households purchased from a catalog 12 or more times in one year. - *Experian Simmons National Consumer Study, Winter 2010*

Wealthy consumers over age 45 place HIGH IMPORTANCE on not being overwhelmed by messaging. - *Wealth Survey, February 2008, Luxury Institute*

\$19.17 Billion amount direct mail is predicted to account for in media supplier advertising revenue this year. - *MagnaGlobal*

65% of marketers increasing their catalog circulation in 2010. - *Multichannel Merchant, MCM Outlook 2010*