

## We Tell Them to Buy Price

“Hello, I’m from XYZ Litho. I offer great service, great quality and competitive prices. I was wondering if I could quote on any jobs for you.” Every printer is giving the same message and most printers do deliver on service and quality. The result is that the buyer has only one way to choose the printer. That way is price. Most clients aren’t interested in you. They aren’t interested in your modern presses. They aren’t interested in your company history. But clients are interested in themselves. So the printer needs to have a message which relates to the client and their market sector. But the message also needs to understand the challenges that the market sector faces. Here are three steps to start creating your new sales message:

- 1) Ban the words service, quality and price from your sales message. And, while at it, bear in mind that the environment is also becoming a pretty standard message.
- 2) Before going further with the sales message, talk to one of your good clients. Understand their problems and how your work helps them.
3. Look at the other printers that your client might use. Focus on what makes you different from these printers.



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**Possibilities - Newsletter for Sales & Marketing Team**

## What Client Really Want to Know

Dale Berkebile a marketing consultant, recently said, “The truth is, I personally do not care about the equipment. I know that these printers have spent tens to hundreds of thousands of dollars on all the printing presses, but I cannot keep up on all the specs of each press. I just need to know, can you get my job done and make my client happy with the results? So here are questions for you printers out there and anyone else giving plant tours as part of a sales process. What does your plant do for me? How does your plant make my life easier and get me more clients or satisfy my clients better? What problems does your plant solve for my business problems? Answer these questions and start thinking like this before you give your next plant tour and focus on winning over a prospect.” Berkebile raises interesting question from a buyer’s perspective and understanding. That perspective is a key factor of success in today’s marketplace.

## Don’t Give Them an Out

A common close for printing salespeople and one of the least effective ones is “let me give you a quote.” Print buyers have been conditioned by printers to use this as a way of not making a decision and stalling a sale. Unless the salesperson has achieved all the steps of the sales process and has a firm commitment from the customer, they should avoid this as a closing technique.

## PRINTING INDUSTRIES OF VIRGINIA

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## PIVA Third Quarter 2011

### If You Can’t Sell Value

While there’s no doubt that selling value and getting paid for it is the way forward, there is a class of client/prospect which is simply not buying value. This generally describes governmental agencies who buy quantities of print with limited difficulty no longer cycles and almost always on a sealed bid basis. Because this approach produces winning bids at bottom feeder prices, the temptation is to ignore this market. But, even though margins are smaller, work from these sources can provide the levels of capacity utilization with positive overhead contribution which will bring the business as a whole to profitability. As always, the pricing must reflect the reality of the buyers, not the artificial structure of the estimating system. One is reminded of the maxim of a very successful sales manager, “If it’s worth quoting, it’s worth selling.”

### Direct Mail + Digital Works Best

The digitalization of marketing doesn’t herald the end of direct mail. For most marketers, a campaign’s effectiveness is contingent upon marring traditional direct marketing tactics with digital technology. This is particularly true for new customer acquisition tactics. Philip Dobbs, CMO at TruGreen said, “Direct mail is still a great way to reach our targets. It provides a visually compelling interaction. We get good responses from these efforts.” And Chris Nolan, cofounder and President of direct marketing agency Mercury121 commented, “Direct mail will always be a leading channel for customer acquisition. With marketers now able to layer on the interactive elements which drive prospects to the web and personalized

content, they’re bound to see a boost in response and the conversion of their top prospects.” These comments are more confirmations for having direct mail as part of a company’s marketing plan.

### Can We Bid On That?

The sales approach which begins this way is the source of the belief that all the clients think about is price. The real problem is that too much of the time, price is the only thing that we can think of talking about – so they respond in kind. The reality is that clients have real challenges which seldom include the cost of print. They derive from their need to create demand for their products and services – to tell their story. They can’t do that without getting the attention of their target audience of customer and prospects. If we are helping with these challenges by showing them more effective ways to present their message, we will have their full attention and we won’t be talking about the price of printing. The first step in getting there is taking the time to learn about their business by reading websites, industry publications and asking them questions. This is easier and faster if we leverage our knowledge by focusing on specific industry groups rather than trying to sell to everyone in the telephone book. This narrowed focus also helps give us the right kind of referral leads because, similar clients (like birds) tend to flock together.

## Calendar of Events

**Webinar - Why Aren't You Selling More?**  
September 21 - 12pm

**Jim Fannon Memorial Golf Classic**  
Hunting Hawk Golf Course  
September 22 - 1pm

**Webinar - Why Print is GOOD for the Environment!**  
September 29 - 2pm

**Webinar - Six Senseless Sins of Salespeople**  
October 5 - 12pm

**Webinar - Augmented Reality: Extending VOP** - sponsored by Ricoh  
October 27 - 2pm

**Women In Print Luncheon** - Featuring Barb Fellow  
Northern VA  
November 16 - 12pm

**Color Management Conference**  
Phoenix, AZ  
December 4-6

## A Message from the Chairman



**Bob Leveque**  
RR Donnelley, Lynchburg

Assuming the Chair position of the PIVA Board of Directors during the most challenging economic times most of us have experienced in our careers is something I take very seriously. When you couple the sluggish economy with the fact our industry is going through a technological transformation we begin to understand the magnitude of the challenges we are all facing. We cannot operate "business as usual".

There is an old Chinese proverb, which states "every crisis is an opportunity". This is our opportunity to transform PIVA, our association, into an "asset" each and every one of us values. In each of our businesses we are always looking for a strong "return on investment" (ROI). My job, along with other members of your Board, is to quantify the excellent ROI PIVA provides its membership.

To assist all of us in navigating the technological transformation during these challenging economic times PIVA will be focusing on three primary "benefits" for its members:

- **Education & Training**
- **Group Purchasing Power**
- **Advocacy**

We are focusing on these three areas because we've been listening to what you, our members have said you need help with.

We believe focusing intensely on three major benefits is better than a "shotgun" approach, which dilutes our resources.

PIVA's focus on Education and Training is critical as we try to figure out how we should be positioning our businesses not only for today, but for tomorrow. PIVA's focus on Group Purchasing Power will provide you the opportunity to save money on key expenses, such as insurance, energy, shipping, and supplies. I've been shocked to learn how few of our members take advantage of our purchasing power. Have you checked to see how much money you could save? Our Advocacy efforts through Print PAC and PIA are one of our best kept secrets. We need to do a much better job of informing you of how PIVA is taking on regulatory issues that increase our costs. We are also advocating on your behalf on key labor and HR related issues.

Going forward we will be sharing "success stories" of fellow members. While it's natural for our businesses to compete for work on occasion, it makes perfect sense to band together where we can. A stronger and more informed membership will result in a stronger industry, which benefits all of us.

The key to our success is making our members successful. Quite simply PIVA is here for its members. We need to know what challenges you're facing in order to help your business and our industry be successful.

Please contact me at bob.leveque@rrd.com with your questions, comments, or concerns.

Let's work together and seize the "opportunity" to transform our companies during this unique and challenging time for our industry and country.

Bob Leveque  
PIVA Chairman

## Yours for the Using

Your firm is a member of the world's largest graphic arts association, Printing Industries of America. Its resources are a mouse click away any time that you need them. Take a look at the PIA Listservs & Newsletters on [www.printing.org](http://www.printing.org). The listservs are a particularly good opportunity for you to pose questions and get answers from other firms across the county – check them out.

## Print Boosts Online Sales

*5 Ways Print Supports Other Media*

1. **Increases Spending:** 13% more is spent by online shoppers who receive a direct mail piece directing them to an online site than by those who do not receive a direct mail piece.
2. **Increase Sales:** 28% more is spent by online shoppers who receive a catalog associated with an online site than by those who do not receive a catalog.
3. **Increases Response Rates:** 52% average response rate from printed inserts that invited readers to go online if they were interested in the product advertised.
4. **Increased Search:** 67% of online searches are driven by offline messages; 39% ultimately make a purchase.
5. **Increases Satisfaction:** 78% of consumers report using at least two or more channels to perform purchasing research, and print is regularly part of this mix.

## Welcome New PIVA Board Members



Robin Allen  
Dogwood Graphics  
South Hill



Randy Shannon  
Muller Martini  
Richmond



Julie Mouganis  
Hewlett Packard,  
Indigo Division  
Nokesville

## 2011-2012 PIVA Board Members

**Bob Leveque**, PIVA Chairman - RR Donnelley, Lynchburg

**Meredith Mayes**, 1st Vice Chair - Colorcraft of VA, Sterling

**Daniel Fannon**, 2nd Vice Chair - Fannon Fine Printing, Alexandria

**Pat Patterson**, Treasurer - Graphics Innovations, Richmond

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**Jim Mayes**, PIA Director - Colorcraft of VA, Sterling

**Cal Sutphin Sr**, Associate Director - Braden Sutphin Inks

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**Kitty Fallows**, Associate Director - HP

**Tony O'Connor**, Associate Director - Coyne Textile Services

**Julie Mouganis**, Associate Director - HP

**Randy Shannon**, Associate Director - Muller Martini

**Lee Biedrycki**, Associate Director - VADA

**Pete Whittier**, Mailing Services of VA, Charlottesville

**Robin Allen**, Dogwood Graphics, South Hill

## A New Way to Sell

*Consultant Advises Against Price Quotes*

If you want to be more successful print provider, tell your sales personnel NOT to give price quotes to clients and prospects. Instead, they should submit "sales proposals" with a detailed statement of the work to be provided along with the price.

A sales quote is usually one sheet of paper with prices on it. A sales proposal on the other hand, can be a full-color professionally produced document, a presentation of PowerPoint slides, or a personalized letter, depending on the amount of the sale. No matter the format, the proposal should always be presented in person, not in an email. So the salesperson can immediately answer questions and get feedback. It requires more work, yes. But because it clearly explains how your company will cater to the client's particular needs, it justifies an investment in your firm.

Sales proposals work because surveys tell us that what customers want is salespeople who can come up with new and creative solution to help them reach their customers more effectively. A sales proposal will explain how your company is

best suited to help them achieve that goal. With the right proposal for each customer and each need, salespeople establish stronger business relationships and win more sales.

*Excerpted from "Turn Quotes into Selling Proposals" by sales consultant Joe Rickard.*

## Don't Ask if They Can't Decide

Closing the customer before they are "qualified" can result in the loss of a sale. Knowing that the customer has the budget, and what their decision process is, must be known before the close. Simple questions, such as "Who will make the decision on this order?" or "How will this project be funded within your organization?" will give the salesperson vital information. Trying to close an order with a person who can't make a decision is a bad idea.

## Better Service Worth More

*Survey Shows Consumers Willing to Pay*

How much is great customer service worth? About 13 percent, according to a recent survey from American Express. That survey found that about 70 percent of Americans say they would pay 13 percent more for a product or service if it came with superior customer service.

Americans also seem more eager for decent service this year. Last year, only 58% of people said they'd pay more for excellent services, and they were only willing to pay nine percent more to get it.

Bad service is definitely a business killer. More than three-quarters of those surveyed say they'd given up on a transaction or not made a purchase they'd planned to make because the company's service was so bad. The good news for PIVA members is that small businesses seem to be the exception to the rule: 81 percent say small companies have better customer service than big one.

Many shoppers don't think companies take customer service problems seriously. They report that most companies haven't been doing anything to improve customer service, and in some cases, service is getting worse. More than one in five shoppers say companies take their business for granted. Survey respondents are surprisingly eager to spread the word when a company's service is bad...and bad news travel fast. Respondents say they would tell nine people about a positive customer service experience.

*Excerpted from "How Much is Superior Service Worth to Customers?" by Kimberly Weisul for bnet.com*

## Print Connects

Chuck Menke, USA Triathlon Director of Marketing, says that while its printer produces digital version and iPad apps for each issue of it quarterly, the print version mailed to its 135,000 members "creates a connection that's hard to replicate with electronic media."

## Food for Thought

*"The past is to be respected and acknowledged, but not to be worshipped. It is our future in which we will find our greatness."*

- Pierre Trudeau