

SinaLite

Strategies to Generate More Print Sales

PRACTICAL WAYS TO
GROW YOUR PRINT BUSINESS

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Welcome to 7 Strategies To Generate More Print Sales!

We are delighted that you have chosen to download this book. You have made a wise decision: we are about to share seven strategies that will help you grow your business.



Here's what to expect in this book.

The seven strategies that you are about to learn in this book are designed to be practical tactics that are easy to put into practice. They work for all types of printing companies and print sellers.

However, we have been particularly mindful of the smaller companies that may be reading this publication. All the strategies are designed so that they can be implemented by just one person if necessary. They are also designed so that they can be fitted into a busy week. They are all also designed to have a low implementation cost. You won't need large sales teams, big budgets or loads of time to profit from what we are sharing with you.

We have made this book as quick and easy to read as possible. You should be able to reach the end in a single read. We have also added action points to the end of each strategy. This means that you know exactly what you need to do next in order to put each strategy into practice.

You may have heard of some of these strategies before. However, we have focused on good sales and business strategies that work. And sometimes we all need a little reminder of what we should be doing. After all, it's easy to overlook these sorts of activities when we are busy.

We'd love to hear your thoughts on what we have produced

Please do get in touch with us if you have any feedback on this book. You can contact us at Sinalite.com. And do make sure that you share the success that you have achieved as a result of putting these strategies into practice.



When you downloaded this book you also signed up to the Sinalite newsletter.

These newsletters will contain our latest news along with useful ideas to help you grow your business. They will sometimes include links to our new blog posts at [Printer Success](http://PrinterSuccess), where you can find plenty of information, resources and insight to help your print business succeed.

Thank you for downloading this book

We know that you'll benefit from at least some of the ideas in here. At Sinalite we are dedicated to helping print sellers achieve more from their business. That's the whole point of this book.

We are also here to help all types of print sellers with production that they cannot manage in-house. Please do take some time to visit our [product pages](#). We think you'll be impressed at the range of what we produce for companies like yours. You can also read about how we have helped other companies in our [reviews](#).

Now, without any further delays, it's time to share the first strategy.



Strategy #:1

Ask your customers what they want.

Many printing businesses spend their time doing what their customers ask

It makes great business sense to react promptly to our customers' wishes. We should be giving them a great customer experience. Doing what customers ask for is the bedrock of this great customer experience.

But this relationship and this experience can often be so much more! After all, many customers have very fixed ideas about what their printing vendors can do. Sometimes they don't ask us for everything that we could produce for them. So it's a great strategy to change their way of thinking.

In this chapter:

- When was the last time you sat down with a customer and asked them what they wanted?
- Here's the question that you should ask them.
- You may be surprised at the answers you receive to your question.
- What happens if a customer asks for something that you cannot produce?
- One quick conversation can produce significant amounts of new business.
- It's time to take action!



Many customers have very fixed ideas about what their printing vendors can do. Sometimes they don't ask us for everything that we could produce for them."

When was the last time you sat down with a customer and asked them what they wanted?

It can be really difficult to remember to do this. After all, everyone has extremely hectic workdays. Sometimes it can be hard enough trying to keep up with all the production queries, let alone to find time for conversations like this with our customers.

Nevertheless, **it is important that we make space to do this.**



If you are making a delivery, suggest taking your client out for a coffee.



Alternatively, see if you can hook up for a quick breakfast or a beer after the day has ended.



If you have a client who is really busy, ask them if they could manage a 10-minute call at a time of the day that is suitable for them.



If you can pin them down for a few minutes, your task is to ask them just one single question. Here's the question that you should ask them.

Use these exact words:

“So [customer first name],
let's say we developed [your company name]
specially to service you. What would
our company look like?”



This is a very wide-ranging question. It is designed to make the customer think about exactly what they want. It is also designed to make them think how they would like you to offer your products or services.

Occasionally, customers struggle with this question. They cannot imagine your company changing. So here's an alternative question you can ask:

“In an ideal world, what other products or services would you like us to offer?”

You may be surprised at the answers you receive to your question

Many times clients will tell you that they are looking for something that you already offer! We have already talked about how many clients have fixed ideas about what you can offer. Sometimes, customers just aren't aware of what their printing vendors can offer. The printing vendors never offer these products or services because they are not aware that their customers are looking for them. There is an immediate opportunity to carry out more business.

Another frequent outcome is for a customer to say that they want something that you can easily produce. In fact, they may suggest a product or service that you can offer to other customers as well.



Sometimes, customers just aren't aware of what their printing vendors can offer. The printing vendors never offer these products or services because they are not aware that their customers are looking for them.

What happens if a customer asks for something that you cannot produce?

It is always better to outsource a product on a client's behalf. If you suggest another supplier for a product or service, that vendor may end up trying to take away the work you already carry out for your customer. In an ideal world, you want to be a one-stop shop for your customer. You want to produce all their printed items. You may also wish to consider offering design, marketing and web services as well.

When it comes to the print side of things, Sinalite are well placed to help you with the production of anything that you cannot produce in-house. In fact, some of our customers rely on us to carry out all their print production.



It is always better to outsource a product on a client's behalf...In an ideal world, you want to be a one-stop shop for your customer.

Become a One-Stop Print-Shop
Look for a trade printer with:

- Instant Pricing
- A Large and Varied Product Selection
- Fast & Reliable Customer Service

The advertisement features a woman in a dark blue polo shirt with the 'Sinalite' logo on the chest, leaning over a table and examining printed materials. The background is a soft, blue-tinted image of the print shop environment.

One quick conversation can produce significant amounts of new business

However, there's another strategy that helps you create more business. It involves another type of conversation with your customers. But it's just as quick and just as simple to have. Let's have a look at this next. But first, here are some action points to help you put this strategy into practice.



It's Time to Take Action



Set aside 20 minutes in your diary to contact some customers and ask them for a quick meeting or phone call



When you have the meeting or phone call ask them this question: “[Customer first name], let's say we developed [your company name] specially to service you. What would our company look like?”



If this question doesn't get a good answer, try this question instead: “In an ideal world, what other products or services would you like us to offer?”



Remember to outsource any items that a customer wants that you cannot produce. It is better to produce as much as possible for a client, rather than encouraging them to work with a competitor



Strategy #:2

Ask for Referrals

Most people are ignoring an easy way to win new clients

According to the sales trainer Dale Carnegie, 91% of customers would be happy to give their suppliers a referral. However, only 11% of sales people actually ask for referrals. So there is a lot of potential new business that is being ignored by many companies.

In this chapter:

- Everyone should take part in a referrals program
- There are three important rules when it comes to referrals
- Would you like to win a new client every fortnight?
- Its time to take action!

91% of customers would be happy to give a referral



but **only 11%** of sales people **ask for referrals.**

Asking for referrals should be a key strategy for any company in the printing industry. Referrals are a great way to build powerful relationships with good prospects very quickly.

Printing companies that use a referrals program find it much easier to create a good pipeline of new business that is made up of exactly the type of business that they are looking for. This means that they have the best possible chance to achieve an excellent increase in sales growth and new business.

Printing companies that do not use a referrals program will typically find it harder to win new customers and grow their business. They usually rely on the traditional methods of cold calling, sending e-mails or just hoping that new business happens. Their new business pipeline is not so good. It will be much more difficult for them to build good relationships with new prospects.

What is a referrals program?

A referral is when someone in your network makes an introduction for you. They give you the contact details or introduce you to someone in their network that they think will benefit from the products or services that you offer. Of course you may need to prompt them to think of someone and introduce them to you!

Having a referrals program means that you set yourself a target of receiving a certain number for introductions every week. This becomes a sales target for you. Many people in printing companies do not think of themselves as hardened sales people. However, remember that the prospects you meet or talk to as a result of a referral are usually happy to talk to you. They are much easier to convert into customers than a normal sales prospect.



Everyone should take part in a referrals program

If there is more than one person in your company, it is important to remember that asking for referrals is not just one person's job. Everyone in the company should be thinking of whom they could ask for referrals. Your press minder is just as likely to know someone who could benefit from using your company.

This is why you should encourage everyone to think of a referral or two every couple of weeks. Other staff do not have to do any selling. All you are asking them to do is to ask a contact if they would be happy to speak to you. You could even consider rewarding staff who introduce you to new prospects that become clients. This can be a very effective way of encouraging them to come up with new contacts!



Most people have a large number of connections. It is important that they introduce you to the right ones.”

There are 3 important rules when it comes to referrals



Rule #1

Help the people that you are asking for introductions. Tell them the sort of customer that you are ideally looking for. Most people have a large number of connections. It is important that they introduce you to the right ones. Knowing your ideal customer helps them work out the best ones to introduce you to.



Rule #2

Make sure that your contact speaks to the person that they are going to introduce you to before making the referral. It is in everyone’s interest that there is a good fit before you make contact. If someone does not wish to speak with you, this should be respected. In any case, you don’t want to waste your time trying to contact people who are not really interested in talking to you.



Rule #3

Ask your contact to make an e-mail introduction to you both. You will find it much easier to start an initial dialogue with the prospect if you have this initial introduction. It also helps the prospect remember who you are and why you are contacting them when you make your first approach!

Would you like to win a new client every fortnight?



This is certainly achievable with a referrals program. If you aim for just five new introductions a week then you have a good chance of converting at least one in ten of these referrals into a new client. Some people manage much higher conversion rates.

Naturally, generating more sales is not just about winning new business. There is often more business to be had from your existing clients and even customers you haven't heard from in a while. The next three strategies are going to focus on this. However, first let's take a minute to review some action points for your referrals program

It's Time to Take Action



Set a goal of winning five new introductions a week. Write this down somewhere where you will see it every day.



Tell everyone in the company about the goal. Incentivise them to ask their contacts for introductions.



Work out what type of customer you want to win from referral activity. Brief everyone about your ideal customer.



Ask your contacts to speak to the people they are thinking of referring before making an introduction.



Ask your contacts to make an e-mail introduction once people are interested in being introduced.



Strategy #3:

Contact Lapsed and Inactive Customers

How many people are on your lapsed customer list?

Every company has a lapsed customer list. Every year you can expect to lose around fifteen percent of your customers (although, hopefully, these will be the smaller customers rather than your larger ones). Some will decide to use one of your competitors. Some will decide they no longer want to use print. And some will go out of business.

Once they have lost a customer, many companies tend to give up on them. They focus on trying to replace the business. It usually assumed that the customer has gone forever. However, it is often wrong to make this assumption.

In this chapter:

- How many people are on your lapsed customer list?
- Lapsed customers are often still a good source of sales
- Let's remember the cost of new business
- How do you win back lapsed customers?
- There are three things to say when you make contact with a lapsed customer
- Some customers will have also changed the type of product that they are buying
- Start winning back some of your lapsed customers
- It's time to take action!

Let's remember the cost of new business

Most studies agree that it is at least six to seven times more expensive to acquire a new customer than to retain an existing one. Winning new customers is hard. It also takes time. According to Marketing Donut, 63% of people who request information on your company will not make a purchase for at least three months. One fifth of those people will take more than a year to become customers.

The biggest error that many printing companies make is never to contact their lapsed customers once they become inactive. If you set aside an hour a week to contact lapsed customers, you can often win back a worthwhile amount of business. This time is usually far more productive than time spent in prospecting or cold calling.



According to Google, by far the biggest reason for moving supplier is that the customer believes that their current supplier is indifferent to them. **It has nothing to do with price.”**

The cost of
Acquiring
a New Customer



The cost of
Keeping
an Existing Customer

How do you win back lapsed customers?



Step #1

Make a list of your lapsed customers. Make a note of those who have not had any activity with you for three months or more. Make sure that your list includes the contact name, the phone number and the e-mail of your customer. It should be easy to generate this list from your accounts software.



Step #2

Next, make a note in your diary to spend an hour every week on lapsed customer activity.



Step #3

Once you have carried out these two tasks, you can get going straight away when it's time to spend your sixty minutes on lapsed customers. You should get on the phone and make as many calls as possible! If you fail to get through to the contact, then send them an e-mail instead (but remember to try calling them again in your next sixty-minute slot).

If you follow this script, you have an excellent chance of having a worthwhile conversation with an old customer. You also know whether it is worth continuing the conversation. In some cases there is no chance of persuading them to use print again. Or the client may only come back to you if you reduce pricing to an unacceptable level. However, you now know that you cannot win back these clients. And you will have a list of lapsed customers where you really do have a chance of winning back their business.

Remember, not all lapsed customers will be ready to buy now. Many will be thinking about projects in the future. So make a note in your diary to contact them at the right time to remind them to talk to you. We'll talk more about managing this sales diary in the next strategy.



There are three things to say when you make contact with a lapsed customer

- **Firstly**, tell them that you have seen that they are not placing any work with you at the moment. Tell them that you miss them.
- **Next**, ask them if there is any reason why they stopped working with you.
- **Finally**, ask them what you need to do to win them back as a customer.

If you follow this script, you have an excellent chance of having a worthwhile conversation with an old customer. You also know whether it is worth continuing the conversation. In some cases there is no chance of persuading them to use print again. Or the client may only come back to you if you reduce pricing to an unacceptable level. However, you now know that you cannot win back these clients. And you will have a list of lapsed customers where you really do have a chance of winning back their business.

Remember, not all lapsed customers will be ready to buy now. Many will be thinking about projects in the future. So make a note in your diary to contact them at the right time to remind them to talk to you. We'll talk more about managing this sales diary in the next strategy.

Some customers will have also changed the type of product that they are buying. What do you do if you cannot produce the new products that they require?

Remember what we covered in the first strategy: it is always better to outsource a product on a client's behalf. Sinalite can help you by becoming your outsourcing partner.

Start winning back some of your lapsed customers



This activity is not time consuming. Nor is it difficult. But it can be very worthwhile. Naturally, you want to stop your clients becoming lapsed customers in the first place. Our next strategy will help you with this. But before we go there, it's time to review some action points.

It's Time to Take Action



Create a list of lapsed customers with contact details.



Make a note in your diary to spend just sixty minutes every week contacting lapsed customers.



Ring your lapsed customers and tell them that you miss them, and then ask them why they stopped working with you and what you have to do to win their business back. If you don't get through, send an e-mail and make a note to call again.



Remember to generate a new list of lapsed customers every three months.



Strategy #4:

Start a Proactive Sales Programs

Are you familiar with the response “I just placed the job last week”?

How many times have you rung a prospect or a customer and just missed out on a job. So often it would have been the perfect job for you, if only the client had picked up the phone.

It is really hard to stay at the front of a prospect or customer’s mind. They tend to only remember the last print seller that they had contact with. Maybe one of your competitors got lucky and spoke to the prospect just before they were planning to place a job. The chances are that the prospect will have forgotten about you and gone with the competitor. So how do you avoid this problem without endless calls to clients that waste everyone’s time?

In this chapter:

- Are you familiar with the response “I just placed the job last week”?
- One solution to this issue is to start a proactive sales program
- The key to successful proactive selling is to ask one simple question
- Here’s one way to make this strategy even more powerful
- Now you should never hear “I just placed the job last week”
- It’s time to take action!

One solution to this issue is to start a proactive sales program

The key to ensuring that clients remember you at the right time is to remind them about their jobs. Print sellers that just wait for clients to ring them up with a job are reactive. Print sellers that take the initiative and contact clients to ask them for jobs at the right time are proactive. Proactive sellers achieve more sales.

Naturally, the only way to manage this successfully is to know about the jobs in the first place. So here's a system that allows you find out about jobs and to carry out proactive selling efficiently.

The key to successful proactive selling is to ask one simple question.

The question is:

“
When are you next planning
to place a print job?
”



You should ask this question at every possible opportunity.

This includes:



Whenever you have delivered a job to a client. You should ring them up to check that everything was as it should be with the job. This gives you a chance to ask the question.



Every time you create a price for a prospect or client (remember, they may not be placing this work immediately: it may be for a project in the future)



Whenever you speak to a potential new prospect.

Having this information gives you the opportunity to make sure that you contact the client at the right time. You can make sure that you are front of mind for them when they decide whom to contact about printing this job.

Q: How do you remember to make contact at the right time?

The second key to successful proactive selling is to manage a sales diary. You can choose what works best for you: some people prefer to use an electronic diary or a task list on their computer; others prefer a paper, page-a-day diary. Whichever option you use, it's the solution to making sure you make your reminder calls at the right time.

It is important that whenever a prospect or client tells you about an upcoming print project, you note it in your diary. You may also wish to

enter the contact name and details to make your job easier when

it comes to making contact. You should enter the project at least a couple of weeks before the project is due at the printers. This means that you remember to speak to the prospect at the planning stage. If you leave it any later they may have already chosen their print supplier.

Once a week, set aside some time to make some reminder calls. Simply look at your diary and check which projects you have entered over the next ten days or so. Now you have a list of prospects to contact. Simply remind them that they told you that they planned to place a print job at this point. Check that the project is still happening and on schedule. Then ask if you can produce a price for the project.



Here's one way to make this strategy even more powerful

Take some time to research events that your customers might benefit from. For instance, there may be a change in laws where legal companies need to assist their clients. Or there may be a local event in town that retailers may want to create a special offer for.

If you know of events like these, then you should ring up relevant customers and remind them that the event is coming up. You can remind them that they should produce some relevant marketing around this. Help them plan for their success!

Now you should never hear "I just placed the job last week"

Having a proactive selling system allows you to make sure that you never miss out on that perfect job. But how do you make more money from the customer when you are helping them plan their print projects? That's what we will look at next, right after we have covered some action points.



It's Time to Take Action



Always ask a customer "When are you next planning to place a print job?"



Make a note of all planned projects in a sales diary, be it electronic or paper. Make sure these are entered for a couple of weeks before the project is due to go to print.



Once a week, contact all prospects about projects that are due to come up during the next ten days or so in your sales diary.



Consider contacting customers to remind them of upcoming relevant events where they may need print.



Strategy #5:

Upsell

How do you make more money from your print jobs?

Everyone would like bigger, more profitable print jobs. Often, when you are trying to compete with some of the crazy Online prices, this can seem like an impossible dream. However, in reality, this needn't be as difficult as it seems.

It is important to remember that many of your customers are actually happy to spend more money. They just don't know how to. It is the job of the print seller to help them.

In this chapter:

- Why are customers happy to send more money?
- Here's one word that can persuade a customer to spend more
- What happens if you cannot speak to your customer?
- Here's how to make your upgrades more profitable
- Do you think this takes too much time?
- So that's how to make more money from your print jobs in a few simple steps
- It's time to take action!

Why are customers happy to send more money?

Customers are happy to spend more if it results in a better outcome for their business. For example, a brochure or a business card may have more impact with customers if it has a higher quality finish. A company may get more leads at an exhibition or a trade event if it has more print publicity. A retailer may be able to attract more people into their shop if they have a different type of signage.

The problem for the average customer is that they cannot hope to understand all the possibilities of print. We operate in an exciting, fast moving industry where new innovations and products are being released all the time. But many customers aren't aware of these opportunities. So they just ask for what they ordered last time. And many print sellers simply quote the customer on what they ask for.



The problem for the average customer is that they cannot hope to understand all the possibilities of print. We operate in an exciting, fast moving industry where new innovations and products are being released all the time.”

Here's one word that can persuade a customer to spend more.

The word is:



It is something that you should ask every time you speak to a customer about a possible new job. When you know the reason why they are asking for a piece of print, you are often able to help them with a more effective solution.

It is at this point that you can suggest the high quality finish, the extra piece of print publicity or the different type of signage.

As soon as you ask “why” it starts a dialogue with your customer. During this dialogue your job is to come up with ideas for using more print to achieve their desired outcome more successfully. When you give the customer a price it is important to include the upsell price, to remind them why they should use the upsell and, if appropriate, point out how little the extra cost is.



What happens if you cannot speak to your customer?

This does not have to be a problem. Firstly, you may be able to ask “why” by e-mail instead. But many customers are used to sending a quote request via e-mail and receiving a price by return, without any further dialogue.

In cases like these, you should still include a price for an upsell. Remember, a customer may think they know what they want but it is your job to make them aware of all the possibilities. So add some other opportunities to your pricing. Point out how little it costs to use a better paper grade or a finish that will make the item stand out more. Tell them that customers who purchase one particular item often purchase another specific product at the same time and give them the price.

Do you think this takes too much time?

You do not have to spend lots of time producing even more bespoke pricing. The answer is to have number of pre-priced upsell options. These can just be cut and pasted into a standard quote for a customer. This means that you can offer upsells in seconds.



Here's how to make your upgrades more profitable

Customers compare prices for jobs. Many will go to several suppliers in order to try and find the cheapest price. If you know that your customer does this, you will be sure to try and price your products as competitively as possible.

However, your customer will only be comparing prices on the main item that they asked for. Your competitors are unlikely to be pricing the same upsells as you. So it is perfectly possible to add on a higher profit margin to your upsell prices. The customer is unlikely to notice.



So that's how to make more money from your print jobs in a few simple steps.

Remember that upselling doesn't just add extra revenue: it increases profits as well. That's why you should aim to make it a natural part of your sales activity. Here are some action points that will help you with this. After the action points we will cover a strategy that can also produce some great upsell opportunities.

It's Time to Take Action



Always ask your customer "why" when they request a price from you.



Even if you do not speak to a customer, you should still add an upsell option to your quote.



When you add an upsell to a quote, always tell a customer how it will help them and, where possible, remind them how little the extra cost is.



Remember to add a higher profit margin to your upsells.



Strategy #6:

Offer New Products

There's one simple way to increase revenue from your existing customers

If you want more business from your current customers then you have to launch new products. If you are doing everything you should to service your customers correctly at the moment they are probably buying all the products that they need and that you offer. So the only way you are going to do more business with them is to offer them something else to buy.

Launching new products can be a simple process. As we will soon see, there is no need to make any investment. And it is easy to trial new ideas without any commitment.

In this chapter:

- There's one simple way to increase revenue from your existing customers
- The first step is to ask your customers what they want
- Now it is time to work out how you will produce these items
- At this point you are ready to launch your new products
- Launching new products is a never-ending strategy
- It's time to take action!

The first step is to ask your customers what they want

There is no point in spending any time launching products that your customers are not going to buy. So the first step is to ask your customers what else they would like you to produce. We have already covered this in the first strategy in this book.

However, when it comes to considering new product launches, it is also important to remember that most people who buy print are not aware of what is available. So it is also important to look again at the last strategy on upselling and ask your customers why they purchase the print that they do. Then you can show them a range of ideas and see what might work for them. If you need inspiration, have a look at the [Sinalite](#) website for a wide range of different products. Do not worry if you cannot produce these items in-house: we'll cover this in a moment.

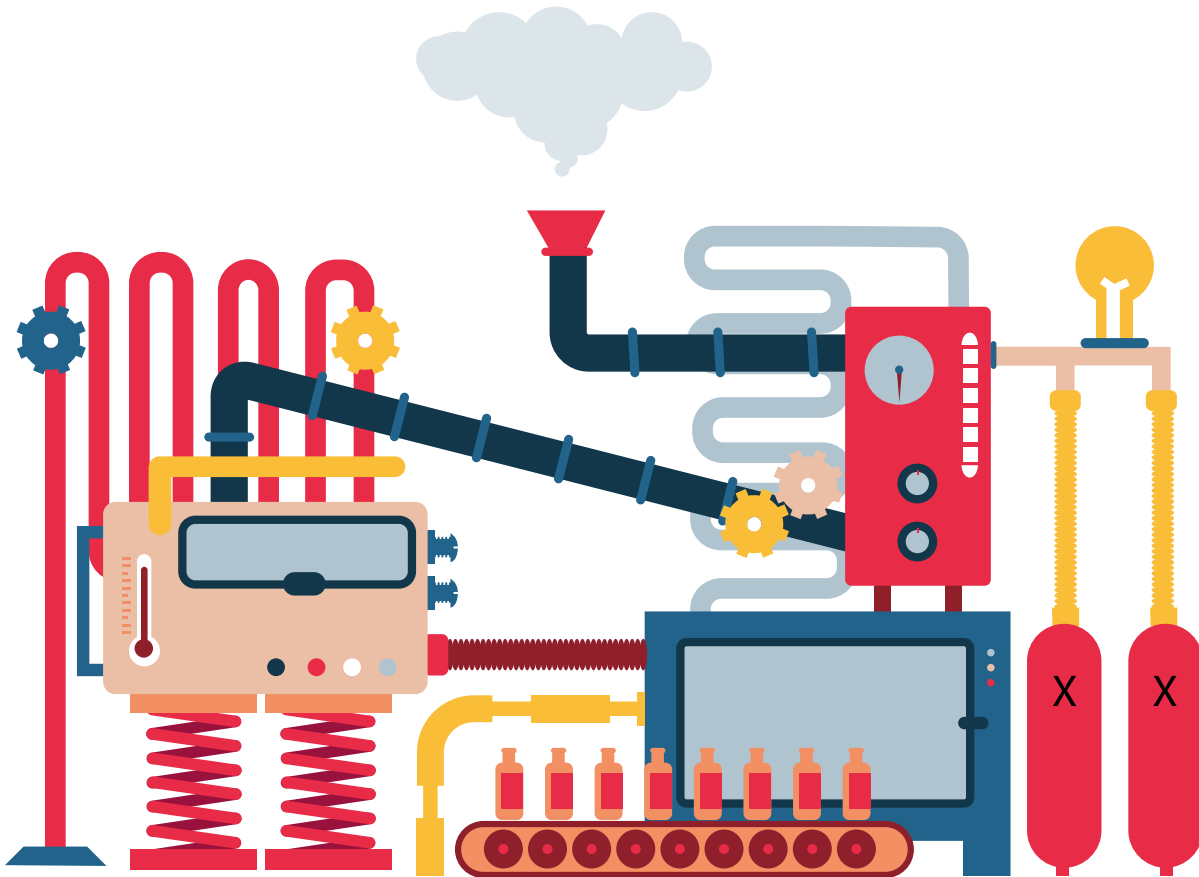


...ask your customers why they purchase the print that they do. Then you can show them a range of ideas and see what might work for them.”

At this point you should have a list of new products that it would be worth offering your customers. Make a list of them in order of popularity. You don't have to ignore any of the suggestions that have been made. But naturally it is worth focusing on the most popular items first.



Have a look at the [Sinalite](#) website for a wide range of different products.



Now it is time to work out how you will produce these items

When you launch a new product, you should never invest in any new equipment at this point. Right now, all you have is interest from prospects. There is no guarantee that they will actually go ahead and purchase when you launch the product.

For this reason, you should always find a production partner at this point, unless the product can be produced economically on your existing equipment. Naturally, as you've signed up to the Sinalite newsletter and are reading this book, we are hoping that you will find that we are the right production partner for your new products if you are not already using us.

If you find that you are selling the right volumes you can always invest in in-house production at a later time (although many print sellers find outsourcing more convenient). But only do this once the product has a track record. In this way you can test new products with no investment, no commitment and no risk.

At this point you are ready to launch your new products

Make sure that you have a plan to make sure that everybody knows about your latest offering. Here are some of the activities that you should be thinking about carrying out:



1. Sending out an e-mail to your entire customer database



2. Sharing the news and images of the product on social media



3. Making the new launch part of your e-mail signature



4. Sending out a press release to any relevant business publications



5. Updating your website and considering placing the product on your homepage



6. Considering making your new product a standard upsell

Probably the most powerful way to get prospects interested in a new product is to make sure that they receive a sample. We cover samples in more detail in our next and final strategy.

Launching new products is a never-ending strategy

As soon as you have launched one, you can move on to the next product on your list. You should also be continually talking to your customers to find out what else they might be interested in. In this way you are making your relationships with your customers more valuable to both sides. You are also maximizing your chances of staying one step ahead of the competition. You are making sure that they will not be offering your customers something that you cannot produce. Our final strategy will help you even more with the launch of your new products, as well as promoting existing products. We will get to it right after we have gone through some action points.



It's Time to Take Action



Ask your customers what other products they want.



Use the “why” question to come with new suggestions for them.



Test new products by outsourcing them to production partner like Sinalite so that there is no risk to you.



Make sure that you publicize your new product thoroughly: use the checklist we have provided.



Once you have launched your first product, move on to the next one!



Strategy #7:

Use Samples as a Sales Tool

A picture is worth a thousand words

We have all heard this phrase. What few people know is that the phrase is often attributed to Fred R. Barnard of Printers' Ink. He actually wrote, "A picture is worth ten thousand words" in March 1927.

In the printing industry, a picture can be a very useful way to explain a complicated fold or design. However, if you really want to get the full impact of a product or a piece of print across, then it is even better to use a sample. It is worth far, far more than ten thousand words. Samples are very powerful when it comes to selling print.

In this chapter:

- Here's one reason why you should use samples as often as possible
- Printing companies often miss out many opportunities to use samples
- You should also consider mailing samples
- The sales effort does not end with sending a sample
- Sample packs do not always have the effect that you think they might
- It's time to take action!

Here's one reason why you should use samples as often as possible

People take on information through different senses.

Some like words. Some like to see things. Others prefer the sense of touch. Some are more motivated by smell.

Samples can help with all these senses. Prospects can read them, look at them and handle them. They can even smell the ink! Compare this with the power of an e-mail or a brochure or a phone call. None of them can cover the multiple senses in the same way that a sample can. That is why samples are so powerful.



In the printing industry, a picture can be a very useful way to explain a complicated fold or design. However, if you really want to get the full impact of a product or a piece of print across, then it is even better to use a sample.

Printing companies often miss out many opportunities to use samples

Most print sellers use print as a channel of promoting their services. Everyone has a business card. Most people use letterheads, compliment slips and brochures. We also use promotional items. If we have a shop front then we also use a lot of signage.

Unfortunately, many companies do not make the most of these opportunities. The business cards and business stationery are printed on cheap standard stock. The brochure often has an uninspiring print specification. And signage is frequently utilitarian.

There is a massive opportunity to inspire prospects and customers in the print that we use. Our business cards should promote conversations about how to achieve the effects that they feature. Letterheads and brochures should inspire designers with unusual finishes. If you have a shop front it should use a variety of types of signage and vinyls. And it should be filled with examples of products such as roller banners and display boards. These are all prime opportunities to show prospects and customers new ideas.



You should also consider mailing samples

If you are promoting a new product, it is important to get a sample into the hands of as many relevant customers as possible. This doesn't mean that you have to send a sample to every one of your customers. Instead, consider a two-level sample mailing campaign.

Firstly, pick the top twenty to fifty customers who are likely to use this product, or who have a good track record of purchasing new products. These are the customers to whom you should send an actual sample of the product. This works well when you are promoting a new finish or paper stock. When it comes to larger products, you may be able to send them a small test sample instead. You only need to sell one or two new jobs to make the return on the cost of a mailing like this very worthwhile.

Naturally, it becomes too costly to mail an actual sample to all your customers. So for the rest of your customers make sure you send out a sales letter or an e-mail telling them that you have a particular product. Remember, this doesn't have to be a new product. Customers are very good at forgetting the range of products and services that you offer! At the end of the letter or e-mail, offer customers the opportunity to request a sample pack. This will tell you who is really interested in the product and worth following up.

The sales effort does not end with sending a sample

Always follow up sending a sample with a phone call. This applies whether someone has specifically requested a sample or whether you have sent the sample out as part of a promotional mailing.

Remember, when people have just seen a new idea or an inspirational piece of print they are much more likely to talk. It's a great time for a concentrated sales push.



Sample packs do not always have the effect that you think they might

Samples are a great way to start a conversation. However, sometimes the prospect ends up buying some standard print instead. Nevertheless, it is the sample that prompts the purchase. It is the piece of unusual print that has started the conversation. It is also the reason that the customer may choose you rather than a competitor.

This is the last of the strategies for generating more print sales that we have for you in this book. But we do have a final few words as well as a very important task for you. We'll get to this just as soon as we have covered the final set of action points.

It's Time to Take Action



Review how you promote special products and finishes with your own print collateral. Your business cards, letterheads, brochures, promotional items and signage should all inspire prospects and customers.



Pick new or special products to promote with a mailing to your top twenty to fifty customers. Include a physical sample in the mailing.



Promote the product to the rest of your customers with an e-mail or a sales letter. Make sure you give customers the chance to request a sample.



When you have sent a prospect a sample, always follow up with a phone call.

A Final Word

Congratulations! You've reached the end of the book

Well done for going through all seven strategies. It's the first step to making sure that you make a real difference for your business. However, please remember that this is just the start of the journey. If you really want to grow your sales and profits, it is important to implement what you have learned in this book.



Are you ready to take a quick challenge?

We'd like you to set aside one hour a week to put one of these strategies into action. Make sure that you set aside a sixty-minute slot in your agenda. At the same time as you do this, write down on a piece of paper an action plan of what you intend to do to make sure your new strategy is a success. Set yourself some deadlines as well. This exercise should take no longer than seven minutes.

Next, share your plan with someone. This doesn't have to be a colleague: they can just as easily be a friend or family member. Their job is to keep you accountable and make sure that you actually carry out what you have committed to.

These tasks will make sure that you actually carry out at least one strategy. They ensure that you will make changes that will improve your business.



We've talked about outsourcing and using a production partner several times in this book. Whether you are interested in outsourcing a new product to get started or a successful product already on your list to increase profits, partnering with SinaLite is a great first step. We are a wholesale trade printer providing a range of products exclusively to printers across North America. Our customers receive high-quality print products, competitive pricing, and fast turnaround times.

We welcome you to visit our website at Sinalite.com, where you can view the large range of products that we offer to print resellers.



Here's one last action point for you

Please share your success with us!

We are really keen to hear from our community and know how everyone is progressing. Please reach out by contacting us. We wish you every success in growing your business and generating more print sales!