

Do you know the main reason why customers leave their suppliers?

You might think it's price. You might think it's because the competition are outworking hard to lure you clients away. However, according to research by the Rockefeller Corporation, by far the biggest reason for clients leaving is perceived indifference. In other words, if you keep on doing the same old thing, day in day out, customers will begin to think you don't care. They will be very open to moving to a new supplier.

So what's the solution to this challenge?

One way to get your client base to think of you in a different light is by launching new products. It is important to realise that not all products will achieve this goal. Talking to buyers about offerings that are very similar to what you provide already will not change their view of you. It is important to focus on something that will encourage them see you in a different light.

At Sinalite, we believe that roll labels can start the right level of dialogue with prospects and customers. Roll labels are not a product that many print sellers offer. They are often seen as something that is niche market and specialised. This misconception means that many print sellers are missing out on some profitable opportunities.

Here are eight reasons why roll labels can make an excellent addition to your product portfolio. The first reason is all about the opportunity.

1. Roll labels are a growing market.

Smithers Pira have produced a recent report called The Future of Label Printing to 2022 . Their research shows that in 2017 this market was worth \$34.46 billion globally. More importantly, this is a growing opportunity. Over the next five years, they forecast that market growth will expand at an average of 2.8% year on year. In 2022 they estimate that this market will have a total value of \$39.50 billion. So there is definitely room for some new suppliers in this market!

Smithers Pira also forecast that the general print market is only scheduled to grow at an annual rate of 1.2% over the same period. Labels are forecast to grow at two and a half times faster than general print. Therefore many companies are likely to see a greater need for labels than other products. This is especially true if you educate them in the right way.

So the opportunity is there. But how does this help grow relationships with individual companies? Let's look at this next.



2. You have a new reason for a meeting.

It can be hard to get in front of prospects and customers these days. Often it can seem like there is no purpose in getting together yet again for a meeting. Buyers need a reason to give up their valuable time in order to see a sales person.

A new product can be the catalyst that is needed to get a buyer to change their mind and agree to spend a little time with you. It is not just the fact that you are offering a new item. It is the fact that you may be able to help their business in a new way.

Buyers who are already buying labels may be equally keen to have a meeting. After all, they will want to see a new supplier and discover more about what they offer. It is always useful to find a new supplier for a core product. If you

are outsourcing labels through Sinalite you will have an impressive breadth of product offering. There may well be the chance for you to show a buyer how they can improve on what they are currently buying. This can give them a good impression of you, as we will see in the next point.

3. You are seen as an innovative supplier.

Buyers like to deal with suppliers that evolve and grow. If you keep offering the same products and never change, they are often seduced by the competition. They will sense perceived indifference. By offering a different product you are showing your prospects and clients that you are keen to develop and expand. You are eager to offer your clients new ideas and new products. You are not taking them for granted.

Buyers prefer to talk to suppliers that come up with new ideas for them and challenge their business thinking. Adding new products and being innovative is a very effective way to keep the supplier/client dialogue active. It also changes the nature of the relationship.

4. You will become a partner rather than a supplier.

Many of your customers may not yet be using labels. This is because they are not aware of how labels may be able to help their business grow or to become more efficient.

When you sell labels it is important to focus on how labels can change the prospect's business rather than on the product itself. For instance, could labels make packaging more appealing to purchasers? Could they take out the need for an expensive extra colour on a main product? Would a label allow the company to test a range of different promotions and offers?

When you have these sorts of conversations, you are helping the buyer to reduce costs and/or increase sales. Now you are no longer just providing a commodity product that the buyer has specified. You are helping them with business strategy. You have become much more valuable as a supplier. The relationship has changed.

However, selling a new product to a buyer does not just help them and their company. It can help you as well.



5. You will add to your profit margins.

We all know that buyers are becoming more price-driven. When they buy a product that they are familiar with, they are careful to make sure that they do their research. They will benchmark the cost. Even if they give you the work, you can expect a tough price negotiation. If they know the product well, it becomes a commodity.

The advantage with labels is that many companies will not be used to buying these items. They may not even be aware of alternative suppliers. This gives you an opportunity to sell labels at a higher profit margin. They will not be regarded as a commodity product. This is especially true if you are selling labels as a way to help improve the customer's business.

For those of you that also sell creative services, labels are another item that will need designing. Your revenues and profits are not just in the labels themselves. They are in the opportunity to create more artwork. Label designs will often be using a branding that has already been created. So the design element of the work is likely to be efficient and profitable.

This is all good news. But let's remember your other products as well.

6. You are more likely to win standard work.

We have already discussed how labels are a powerful way to win meetings with buyers. You may find an interesting result when it comes to new customers. Often you will win the meeting because they are interested in your labels. You are offering something different.

At some of these meetings the buyer will be interested in your labels. But then they do not end up purchasing them. Instead, they decide to stick with the

standard products that they have been purchasing. This does not have to be bad news. In many of these cases, the buyer will decide to choose you as the supplier of these standard products.

The reason for this is that they see you as an innovative supplier. You have the culture and the expertise to be the company that they want to work with. The label offering has put you in a different light from the competition. Perhaps they perceive indifference with their current print seller and choose you instead.

This strategy can work well with existing customers too.

7. You will freeze other suppliers out.

There are two ways in which labels can help you keep the competition away from existing clients. We have already covered the first reason in point three: you will be seen as an innovative supplier.

You should also remember that if you do not offer roll labels then someone else might. Your client may decide that labels should be a key part of their print purchasing. If this is the case, they may prefer to deal with their new label supplier for other products as well. You may find yourself losing work. In a worst-case scenario, your customer may decide that they no longer wish to use you.

It is important to make sure that you keep updating your product range to keep the competition away. Labels are an important element in this strategy. However, let's end the reasons for offering roll labels with something less defensive.

8. You will win new customers.

We have already seen a number of reasons why offering roll labels is likely to grow your sales: you are more likely to be seen as innovative and as a partner rather than a supplier. That means you are more likely to win meetings.

If you are in this position, you have a much better chance of getting in front of more new prospects. You also have a much better chance of converting these prospects to customers. Offering roll labels is an effective route to winning new customers. It is not just about growing business with existing clients.

Here's a summary of why roll labels can make a difference to your company.

Offering something different like roll labels means that you will find it easier to create more profitable relationships with both your customers and your prospects. The fact that you become a partner means that you have a better chance of controlling their buying decisions. You are more likely to achieve excellent sales results, both with new business and in growing existing business.

Print sellers who do not offer roll labels may struggle to achieve the same results. Their prospects and customers are more likely to see them as providers of commodity products. So they will have less influence on their customers' buying decisions. The relationships will not have the same value.

Does this mean you should rush out and invest in label presses right now?

Absolutely not! Producing roll labels requires expert knowledge as well as specialist equipment. Typically, it involves working with a whole range of new substrates. For a printing company that is not familiar with them, this can mean a whole new range of printing challenges. Winding labels correctly, making sure the presses feed trouble free and getting to grips with adhesives are also complicated subjects.

It is a much wiser decision to outsource your label production. Sinalite is able to help with this. We have invested in the right machinery and knowledge. We are able to manufacture a wide range of roll labels for all sorts of purposes. Whatever environment your clients' labels are going to be used in, we will have a suitable solution.

What are the next steps to successfully adding roll labels to your product portfolio?

Here are two things you can do right now to set your company on the path to successful roll label sales:

Firstly, download our guide **“A Ten-Stage Process on How to Sell Roll Labels Successfully”**. Secondly, request a pack of our label stock samples. You will see the range of products that Sinalite can produce on your behalf. You will also get an idea of all the ways our labels can be used, and in what conditions. Finally, you will have something you can show to clients and prospects straight away.

Make sure your clients do not leave you because of perceived indifference. Show that you are an innovative partner that wants to help your customers grow their businesses. Introduce them to roll labels.