

# **Prospecting Techniques that Drive Print Sales**



**Webinar Workbook  
Peter E Ebner**



# Prospecting Techniques that **Drive Print Sales**

*Game changing print sales strategies that increase sales and profits*

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### **About Peter**

Peter Ebner is recognized as *the printing industry's leading sales trainer*. As author of 13 industry specific books and audio programs including **Breaking the Print Sales Barrier** and **A Field-Tested Prospecting System** he presents over 200 talks, webinars and in-house training programs each year. His articles on sales and marketing are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople and managers to increase sales and profits. But what makes his webinars so effective is his extensive hands-on industry experience. It not only reflects his personal experience; selling printing for over a decade, but also the experience of the thousands of owners and salespeople he has trained. In other words, he knows firsthand, the challenges you face selling printing and he'll show you how to land more jobs.



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## Vertical Marketing

*The most effective way to sell printing*

Everyone in print sales knows that the industry has changed. The good old days when growing your sales was as easy as making some cold calls are all but dead and gone. Getting an appointment with a decision maker at a new account is more difficult than ever; most decision makers keep their voice mail on 24/7; if you leave a message they don't return the call and when you finally get through the standard response is "I'm not interested. I'm happy with my printer." or "Send me some literature". And even if you're fortunate enough to overcome the prospecting challenge and meet with a new prospect, you're still a long way from landing a job; after all **what have you got to offer that the prospect can't get from a dozen other printers?** How will you differentiate your services?

Telling the prospect about your great quality, outstanding service and fast delivery certainly won't pique his interest nor will it land a job - every printer offers great quality, outstanding service and fast delivery - and attempting to land a new account by offering a low, low price won't get you much further. First of all, no matter how much you discount, it's unlikely that your quote will be the lowest because there's always someone willing to print the same job for less. And even if you did submit the lowest quote, there's still no guarantee that you'll get the job. After all, why should a prospect endure the inconvenience and risk of changing suppliers, when all he needs to do is show your low quote to his present supplier and he will match it?

### How to grow your sales in this challenging market

Although the marketplace has changed, there is no shortage of opportunity - last year North American businesses spent over 80 billion dollars on printing - it's just that to be successful in today's competitive marketplace you need to take a different approach to print sales. **You need to replace the old sales model that is built on the misguided belief that printing can be sold, with a new model (Authoritative Selling) that accepts the fact that nobody wants printing.** Here are just a few examples of what I mean.

- A marketing manager that spends \$30,000 a year on brochures is not interested in brochures. He's interested in generating leads for his salespeople and if he could find a more effective way to generate these leads he would instantly stop printing brochures.
- The owner of a pizzeria that distributes 10M fliers a month to promote his home delivery service is not interested in fliers. He's interested in selling pizza and if he could find a more effective way to grow sales he would instantly stop printing fliers.
- The director of a non-profit association that spends \$100,000 year on direct mail is not interested in DM. She's interested in soliciting donations and if she could find a more effective way to generate these donations she would instantly stop sending printing mailers.
- The publisher that prints 12M magazine a month is not interested in magazines. She's interested in increasing advertising revenues and improving her bottom line and if she could find a way to make more money by posting her magazine online she would instantly drop the printed version.



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- The product manager that needs 20M labels for a new perfume line is not interested in labels. He's interested in increasing retail sales and if he discovered that packaging the perfume in a unique looking bottle resulted in higher sales he would immediately drop the label.
- The real estate agent that wants 2M door hangers is not interest in door hangers; he's interested in getting listings.
- The new business owner that wants a quote for 500 business cards, is not interest in business cards, he's looking for a way to grow his business.

Accepting the fact that your prospects are not interest in printing; that **the only reason they spend money on printing is because they believe that this investment will help them reach their business and marketing goals** is the key to print sales success, but this approach presents a major challenge. As you can see in the above examples the marketing manager, the owner of the pizzeria, the director of the non-profit association and the publisher each have *unique* marketing and business goals, so you cannot offer them a blanket solution. The magazine publisher is not interested in hearing about what you did for the non-profit association and the director of the association is not interested in hearing about what you did for the magazine publisher; the only thing your prospects want to know is what you can do for them. In other words, these prospects don't want to deal with a print salesperson, they want to hear from an industry expert that understands their unique business and marketing challenges. So, to be effective you would need to change your presentation every time you talk to a new prospect and making this change on each and every call is a difficult if not impossible task.

## You must offer your services to one vertical market at a time

Fortunately, there is a simple solution to the dilemma and it's called Vertical Marketing. Vertical Marketing simply means focussing your sales activity on one market at a time. A vertical market can be defined in two ways; by product or by industry. For example, companies that use direct mail; businesses that publish catalogues and corporations that print financial reports are examples of different *vertical product* markets. Real estate brokers, associations, healthcare providers, retailers, manufacturers and franchises are examples of different *vertical industry* markets.

Focusing your sales activity on one vertical market at a time is the easiest way to grow your sales because offering your services to a vertical market allows you to quickly position yourself as an industry expert. For example, let's say you've selected real estate brokers as your *new* vertical market. If you don't know much about the real estate business, other than the fact that they spend a lot of money on printing, your initial prospecting calls will most likely be unproductive; you'll sound like the average print salesperson, but because you're calling on a vertical market you'll learn from each call. After only a few calls, you'll know which decision makers to ask for; you'll have picked up some of the industry jargon; you'll have gained some understanding of their *unique* marketing needs and challenges; you'll have learned which real estate products are seasonal and which are top-of-mind and you'll have knowledge of their *unique* business goals.

Now consider the huge difference this makes when prospecting for new business. Instead of sounding like the average print salesperson you'll come across as an expert that understands their business challenges and this perception creates a paradigm shift. Instead of being viewed as an adversary, who's trying to make a sale, you'll be perceived as a business partner who can provide valuable solutions. Previous shut doors will suddenly open; getting an appointment with a high-level decision maker will become almost effortless because they'll even return your calls and price will lose much of its



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importance because decision makers want to deal with industry experts that can increase their chances of marketing success.

## **Peter Ebner**

*The printing industry's leading sales trainer*

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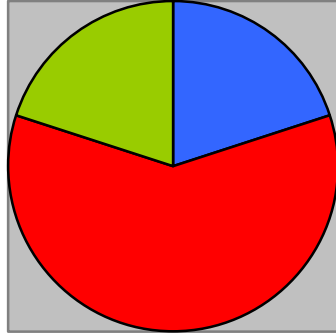


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## Huge Growth Opportunity

What are your chances of landing a new account?



Ecstatic \_\_\_\_\_

Happy \_\_\_\_\_

Dissatisfied \_\_\_\_\_

\_\_\_\_\_ % of all prospects will consider changing suppliers

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## 3 New Business Opportunities

### 1. Existing accounts

Do you want all of your customer's printing business?

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You should only go after \_\_\_\_\_ work.

### 2. Expired accounts

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### 3. New business

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### Vertical marketing is the key to print sales success

Vertical marketing means \_\_\_\_\_

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## 10 Prospecting Rules



### Rule #1 You must call on \_\_\_\_\_

Your income is more affected by the size of your accounts than by the number of accounts.

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### Calculate the size of accounts you should call on.

I want to earn \$ \_\_\_\_\_ annually.  
My commission is \_\_\_\_\_ %.  
I must generate \$ \_\_\_\_\_ in annual sales.  
I can manage \_\_\_\_\_ accounts.  
I need to call on accounts that spend \$ \_\_\_\_\_ annually.

**Example**  
\$100,000  
10%  
\$1,000,000  
40 accounts  
\$25,000

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## Rule #2 You must make prospecting a habit

On average you'll lose \_\_\_\_% of your accounts every year.

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That is the **Tipping Point** in sales?

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To reach the prospecting **Tipping Point** you must meet with \_\_\_\_\_ *new* prospect.

To fast track sales you must meet with \_\_\_\_\_ new prospecting every \_\_\_\_\_.

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## Rule #3 Never tell the receptionist \_\_\_\_\_

As soon as the receptionist discovers what you are selling she'll prejudge the value of your services.

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To prevent the receptionist from prejudging the value of my call I can,





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1. Drop the \_\_\_\_\_
2. Use an \_\_\_\_\_
3. \_\_\_\_\_

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By following this rule, I can eliminate the \_\_\_\_\_ objection.



## Rule #4 \_\_\_\_\_

If you don't know who the decision maker is, you must always prospect \_\_\_\_\_.

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Three reasons why calling on the boss is vital to print sales success

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**In print sales there is only one criteria that defines a decision maker! It's not the person that can give you the order.**

The decision maker is the individual that has the ability to \_\_\_\_\_.

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## Script – Identifying the decision maker

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Most receptionists will ask \_\_\_\_\_ screening questions.

After answering a screening question, you must always \_\_\_\_\_.

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Who’s calling?

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What company are you with?

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What’s this about?

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Send it to my attention

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## When the receptionist won't give you the prospect's name

1. \_\_\_\_\_
2. \_\_\_\_\_
3. Ask for accounts receivable.

## Dealing with voice mail

\_\_\_\_\_ not information grabs attention

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When leaving a voice mail message

1. Don't leave your company name.
2. \_\_\_\_\_.
3. Instead of the company telephone number leave \_\_\_\_\_.
4. **The most effective way to circumvent voice mail is to** \_\_\_\_\_.

## Scripts – Voice mail messages

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## Rule #5 Always offer \_\_\_\_\_ first

Never mention printing until after you've mentioned \_\_\_\_\_.

Instead of printing, I should offer my prospects \_\_\_\_\_.

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## Rule #6 Quickly establish credibility

Credibility accounts for 80% in the decision-making process

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### 2 ways to establish credibility

1. Years in business.
2. \_\_\_\_\_

When name dropping, the accounts should be in the prospect's industry.

How many names should you drop? \_\_\_\_\_



## Rule #7 Ask for \_\_\_\_\_ of their time

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## Rule #8 Always ask for the appointment

Don't wait for the prospect to invite you to his or her office.

The only way to ask for the appointment is by using the \_\_\_\_\_ closing technique.

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## Rule #9 Offer a Universal Benefit

Universal Benefits stem from the prospect's job title so they are always the same, no matter what company you call on.

The are only 3 key decision makers. TED, \_\_\_\_\_ and \_\_\_\_\_

TED is an acronym for \_\_\_\_\_

There is only 1 TED per company

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Is TED interested in price? \_\_\_\_\_

Is TED interested in quality? \_\_\_\_\_

Is TED interested in printing? \_\_\_\_\_

TED is the president or owner.

TED's Universal Benefit is \_\_\_\_\_

JIM is an acronym for \_\_\_\_\_



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There could be several JIMs per company.

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Is JIM interested in price? \_\_\_\_\_

Is JIM interested in quality? \_\_\_\_\_

Is JIM interested in printing? \_\_\_\_\_

**JIM is usually the marketing manager or sales manager but could also be the production manager.**

JIM's Universal Benefits are \_\_\_\_\_

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**PAT** is an acronym for \_\_\_\_\_

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Is PAT interested in price? \_\_\_\_\_

Can PAT change the specs? \_\_\_\_\_

**NEVER CALL ON PAT**

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## Script – MARKETING MANAGER

### 1. Introduction

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### 2. Establish credibility

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## Turning objections into appointments

Learn to expect the objection, because objections are part of the selling process

### What are you selling?

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After responding to an objection, you must always \_\_\_\_\_

### I'm happy with my printer

*I understand, and I would never ask you to change suppliers. All I'm looking for is 5 minutes of your time to quickly share some ideas that other companies like yours are already using to increase sales and gain market share.*

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### I'm not interested

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### I'm too busy

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## Send me some literature

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## Rule #10 Farm major accounts

Farming puts you in position for when the prospect's present supplier drops the ball.

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1. Create a list of 25 major accounts
2. Contact everyone on the list once month by \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_.
3. The contact must be for the prospect's benefit.

Farming must be an uninterrupted activity for \_\_\_\_\_ consecutive months.



## 1. Stop selling printing.

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## 2. Only call on \_\_\_\_\_.

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