



Canon
CANON GROUP



Graphic Arts Printing

Welcome to Océ...Welcome to WOW!

WOW! is improving the bottom-line through new applications. Today Océ Arizona® series of UV flatbed printers opens up new opportunities for commercial printers, quick printers and graphic arts firms. The large-format printing business is unquestionably a great business opportunity for capturing new customers and differentiating yourself from the competition.

May 2011

Successful Selling Strategies



Everyone has heard that old adage, "Nothing happens until someone sells something." All companies, large or small, depend upon the abilities of those who are hired to sell their products and services. No one knows this better than Mike Roberts, Vice President of Sales at Océ. Roberts stated, "Regardless of the business you are in, you must ensure that you have discovered what your customers need... and then you need to start selling them the solutions that solve their particular business problem."

Clearly, success is linked to having good products and services. "Océ has been around for a long time," Roberts elaborated. "The basis of our business is the delivery of proven solutions, the ability to customize, our unparalleled services and support, and offering the best value in the industry."

Components of the Sales Process

With those basic business tenants in place, Roberts feels that all organizations need to have a good sales process. Every business must outline its strategies and then follow through on them. While companies all have different processes, Roberts highlighted some of the basic components:

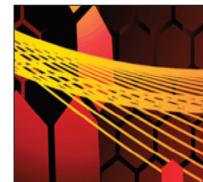
Build a rapport: Get to know your customers and prospects as people. The best salespeople have taken the time to understand their customer and their customer's business.



Visit www.OceWow.com to:

Download the White Paper:

Selling Wide Format:
A Big Opportunity



Press Go! Webinars:
View a webinar on-demand or register for a live one!

- Compensation Plans (View On-Demand)
- Social Media Marketing (View On-Demand)
- Selling Marketing Solutions vs. Print (View On-Demand)
- The Price is Right: Estimating and Pricing your services (View On-Demand)
- Value-Added Selling: Driving additional Revenue (Live! 6/7)
- Web-to-Print and Print-to-Web (Live! 7/5)

Establish interest: It's about them, not you! Rather than telling the customer what a product can do, ask intelligent questions that the prospect is capable of answering so you can discover whether that customer truly needs help. Then ask further questions to help the customer visualize how things could be made better if your solution were up and running.

Identify needs and problems: What are the prospect's key business issues? Which pain points do they deal with on a daily basis? Day-in and day-out, Océ customers are dealing with mission-critical applications. It is important to holistically look at the customer's business and discuss innovative ways to enhance an overall business process.

Offer solutions: How can you translate business issues into products or services that more cost-effectively address the customer's needs? How do you transform what you are delivering into something that can bring the customer peace of mind?

Motivate the customer: Provide business justification for a reaction moving forward.

Handle objections: Identify the questions that you didn't answer.

Gain a commitment: Implement the solution.

The Bottom Line

Roberts concluded, "Salespeople sometimes think of selling as something that you do *to* a customer. You *overcome* objections, *win* the business, and *conquer* the territory. While this may be motivating terminology at a sales meeting, the best salesperson is a true ally to his/her customers. An effective salesperson is committed to helping customers achieve their specific business objectives. These individuals are not viewed as salespeople; instead, they are embedded into the customer's team."

 Visit www.OceWow.com to view the archived webinar, "*The Price is Right. Ideas for estimating and pricing your services for customers in a way that's fair to everyone.*"

Questions?

Call Us: 1-877-OCE-4WOW
Email Us: us.oceinfo@oce.com

Live Larger with the Océ Arizona Series Printers

Commercial printing has often been propelled forward through technological change. Sometimes the change is just incremental, sometimes it can be significant.

Change can often bring fear, uncertainty and doubt. But it also brings opportunity. There is much discussion among traditional printers these days about adopting digital printing technologies for more and more applications, but to what degree should one consider jumping in?

If the lure of digital is based on improving the bottom line through new applications, new customers and differentiating yourself from the competition, perhaps you should consider another, larger, digital direction—the Océ Arizona® series of UV flatbed printers.



Originally developed for the large format display graphics industry, the Océ Arizona series printers reset the bar for image quality—subsequently winning 25 industry awards including 6 DPI Product of the Year awards in just 4 years. This high quality has started to catch the attention of numerous commercial printers as a product that can not only augment their current lithographic and narrow format digital offerings but generate exceptional profits through high margin applications for larger format needs.

Consider this... one of the most popular applications for direct-to-board printing produced on the Océ Arizona printer is point-of-purchase display materials. Typically this is a piece of foam board with a printed graphic. It's not uncommon for a shop to charge up to \$10 per square foot for this type of product. The kicker is the foam board costs less than \$0.30 per square foot, and the UV ink to print the image averages only about \$0.12. That's less than \$0.50 in consumables but up to \$9.50 in profit! Can you make the same return with your current print volumes?

And it gets better... the Océ Arizona printers can now print up to 22 4' x 8' sheets per hour. Using the gross margin above, that represents over \$6,600 per hour! We have seen many of our Océ Arizona printer customers printing as little as three hours per day and paying off an entire \$250,000 investment in just one month.

So where do you start? Leverage your existing customer base. Ask your customers if they purchase large format graphics somewhere else and what they pay. Now you can become a one-stop-shop and produce all the work, deliver it together plus have all the colors match the offset work. What's that worth to your customer?

The Buhl Press, based in Berkeley, IL, specializes in printing on plastic. They earn their clients' business through integrity, superior customer service, and on-time delivery of the finest quality products. Their focused team draws upon a half-century of experience to provide honest and consultative solutions. The Buhl Press strives to achieve the highest standards of corporate, environmental, and social responsibility.



The Buhl Press has three Océ Arizona® flatbed printers: an Océ Arizona 250 GT printer with Roll Media Option, which they purchased in 2007; an Océ Arizona 350 GT printer with White Ink and Roll Media Options, purchased in 2008; and an Océ Arizona 550 GT printer with White Ink Option purchased in 2010. The Océ flatbed printers are utilized for short run production work to compliment larger orders that are lithographically printed. They are also used in cases where an order may be for hundreds of parts that are similar but have some customizations within the run that make it too costly to print on a traditional offset press. Additionally, Buhl uses the Océ Arizona printers as proofing devices for customer samples in order to secure work for their litho presses. The Buhl Press has done extensive color profiling and color management to enable them to offer near identical quality from the Océ Arizona flatbed printers and their traditional offset presses.

“ The Océ Arizona printer is the highest quality wide format inkjet device amongst its competitors and represents, hands down, the best value for the dollar in the category. ”

—Charles P. Barkley
President, the Buhl Press Inc.



Want to learn more about the Océ Arizona series of printers? Visit: www.oceusa.com/livelarger

Wide Format Means Big Opportunity... Selling it Right

The wide format printing business is unquestionably a great business opportunity for commercial printers, quick printers, and graphic arts firms. You can still get an excellent profit margin if you produce good work, develop your customer account base, and deliver the

goods reliably. Because the wide format digital printing market is also highly fragmented, there is no “one way” to sell wide format print that suits all types of wide format printing organizations.

Strategies for Success

InfoTrends recently interviewed a geographically dispersed group of wide format printing organizations to find out what methods have been the most successful for them. The answer, in a word, is resourcefulness. Like many establishments in the wide format printing market, the companies that we interviewed are driven by entrepreneurs who constantly scan their local market and their customer base in pursuit of opportunities that will grow their businesses. We found that creativity and opportunism have been the key success factors for entrepreneurs. In addition, these leaders utilize a wide variety of marketing avenues to sell their companies' abilities. Successful marketing is a constant challenge for any company, regardless of the market. Like other industries, the wide format inkjet printing world is continually faced with new technologies, products, competitors, and customers. Wide format print service providers must implement a successful marketing program to make their services known.

In summary, there are some important elements to keep in mind when developing strategies to sell your wide format services:

Know your product: Obtain as much written information as you possibly can on your printers, ink, and media; make sure your sales and marketing materials detail the features and benefits of the systems and supplies you use. Try to show prospects data that helps them recognize the benefits they will achieve as a result of implementing more visual advertising to drive additional demand.

Know your market: Targeting a particular segment of the industry is a good idea because it makes it easier to address a particular set of customers with solutions that fit their business. It is also important to understand the directions within these key customer segments.

Know your customers: InfoTrends' research with print service providers indicated that 49% of customers were primarily interested in outstanding quality, 24% were primarily price-driven, and another 12% were most interested in fast service. Customers often do not have the time to develop new ideas for themselves or to manage advertising related projects; this presents an opportunity for printers to extend their design and creative services and take on a greater role in the management of advertising projects.

Know your competition: Knowledge of the local competitive market can help you figure out where there are gaps in capabilities and determine opportunities for differentiation. Understanding the local market can also aid print service providers in developing pricing strategies and outsourcing relationships.

InfoTrends' recommendation to major national print service provider organizations such as the office superstores or printing networks would be to hire sales people from the ranks of the wide format print service providers to drive this more profitable line of business.

Sometimes the best way to build your reputation is good public relations. A number of service providers are finding that an effective way to market wide format printing services is to donate some wide format print services to non-profit or community organizations. Many of the people that work for these organizations own or operate local businesses that could become clients.

A good pricing strategy is critical. It is very important for wide format print service providers to price their services effectively. By knowing your market, customers, and competitors, you should have a good idea of where your pricing should fall. Companies in the wide format

printing business typically price jobs on a cost per square foot or cost per piece basis. In many cases, print buyers may require this approach to pricing because it allows them to try to compare competitive print bids on an even basis. Nevertheless, as often as possible, InfoTrends recommends that print service providers develop more of a cost-per-piece approach that factors in some of the additional services like finishing or grommeting, which are add-on costs that frustrate print buyers by driving up project costs. In addition, we are seeing signage become part of interactive marketing campaigns. QR codes and variable data are part of the wide format product mix today. It opens tremendous value add opportunity for the signage provider.

The Bottom Line

Wide format digital printing will provide new revenue streams for those who adopt this technology. While there will be challenges along the way, wide format digital is a large and profitable market. Those that partner effectively, build the right marketing and sales plans and apply their creativity and expertise will reap the rewards.

 Visit www.OceWow.com to download the InfoTrends white paper, "*Selling Wide Format: A Big Opportunity.*"



Canon
CANON GROUP

WOW! is a new approach to printing and document solutions. WOW! solves problems creatively and delivers results dramatically. WOW! is versatile, flexible, and ready to get the job done. WOW! can help you take your printing to new levels of profitability. When you're ready for WOW!, WOW! is ready for you.

Visit OceWow.com • Email Us: us.oceinfo@oce.com • Call 1-877-OCE-4WOW

© 2011 Océ. The Océ logo and "Océ" are registered trademarks of Océ Technologies B.V. "Océ Arizona" is a registered trademark of Océ Display Graphics Systems, Inc. CANON and IMAGEPRESS are registered trademarks of Canon Inc. in the United States and may also be a registered trademark in other countries.

