

SELLING THE VALUE OF PRINT

CLASS NOTES



how do we focus
on value and not
commodity when
selling print?

OUR NEW VALUE



The evolution of print continues and across the industry we must adapt our sales strategies and focus to ensure the value of our channel remains strong and powerful for the future.

Additionally, we need to set our sales agendas to align with the strength and relevance of our channel across the modern era. Our relevance will always require adaption and in the current period we need to ensure we sell our value over our price. As print moves from being a high-volume commodity, our value is more important than ever in a bespoke, meaningful and crafted environment than ever before.

Let's understand this to sell print in a more profitable, valued world.

OUR NEW STORY



From when we first sold the story of print to how we sell the story today, our story telling has changed. We must continue to evolve our story telling to ensure we are relevant to the modern era.

Telling an old story in a new way, ensures we continue to engage a new audience. The characters, qualities, emotions and engagement points all continue to play a significant role in selling the value of print, however have we mastered our sales story?

The challenge of the print industry today is to learn how to tell an old story a new way.

FEMALE LEAD

Dorothy / Princess Leia

FURRY SIDE-KICK

The Lion / Chewbacca

ROBOT

Tin Man / C-3PO

VILLAIN

Wicked Witch / Darth Vader

LOYAL COMPANION

Toto / R2D2

DELIGHT YOUR CUSTOMERS

Our role is to delight and inspire our customers with the value and craft of print, inspire with a motivating story, new technologies, innovations and ideas. Move from being the estimator, the printer, the car-sales person, the account manager.

Learn the language of your customer – that of the creative, the marketer, the procurement team, the sustainability officer and more. Become experts of the messages for our industry to your customer's needs. Solve their problems through inspiration and innovation.

Inspire with a motivating story, new technologies, innovations and ideas.

NO LONGER BE THE ...

- > The "Printer"
- > The Sales guy
- > The Account Manager, The Order Taker ...

WE HAVE TO BECOME ...

- > Finance Consultant
- > Sustainability Resource
- > Marketing Strategist
- > Packaging Expert
- > E-commerce advisor
- > Multi-Channel co-ordinator
- > The Expert, Problem Solver

WE MUST TELL AN OLD STORY IN A NEW WAY.

“To be effective and to remain relevant we need to adapt to customer needs so we can...”

DELIGHT THEM! ”

-Domenic Price, Work Futurist, Atlassian



We must know our facts and figures that sell the key attributes of print and we must remember the mantra of print as we sell it.

Print is Profitable with one of the highest return on investments of all media channels, print is Responsible with strong environmental credentials, print is an Individual offering unique experiences and customisation technologies, print equals E(N)gagement across consumers with neuroscience stimulants showing print carries the highest recall and memory triggers and print is Trusted, print from its origins of the Bible to newspapers to mail, if the most trusted media channel over any other.

PROFITABLE

Procurement teams must understand the ROI, print offers this

RESPONSIBLE

Sustainability Resource, a great environmental story to tell

INDIVIDUAL

Customisation, personalization and data tools offers a unique opportunity for print

E(N)GAGEMENT

Memorable with high recall and neuroscience triggers

TRUSTED

Reliable, believable and trusted media channel



PROFITABLE ...

Drives Better Response,

Delivers greater ROI,

Increases purchasing decisions,

Capture attention,

Delivers RESULTS

EFFECTIVENESS

90% of campaigns that included EDM + print reported a significant rise in ROI compared to 59% for those without print (Newsworks IPA Databank Study 2017).

67% of campaigns that include print are 67% more effective at delivering new customers than those without (Royal Mail, 2012-2016).

60% of Australians who read a printed catalogue in the last 7 days brought from a catalogue in the last 7 days (RMR, 2019).

73% of buyers say that Customer Experience is the most important factor in choosing to buy from a company (PwC, 2019).

74% of consumers were prepared to wait longer to receive their personalised product.

81% engagement dropped when "The Independent" went online

When we can show our customers, that print helps improve their bottom line we become trusted financial resource.



RESPONSIBLE...

96% of household paper products are recycled.

The New Zealand plantation forest and wood products industry is based on wholly renewable resources, producing 100% of its products from plantation forests and recycled waste fibre; is New Zealand's largest biomaterial recycler and has a very low carbon footprint (Forest Owners Association, 2018).

Australia alone has two million hectares of working forests and growing. That equates to over 1,000,000 MCG's in land area covered (CEPI Sustainability Report, 2018).

There is an opportunity to educate our customers and debunk the myth that moving away from paper-based print to online is actually communication worse for the environment. The massive growth in data centres and the power required to run them means the greenhouse gas emissions from the information communication and technology industry is **three** times higher than emissions generated by the pulp paper and printing industry. This number will continue to grow so that by 2025 it will be **eight** times higher.

For an interesting insight into the impact of streaming on the economy check out "**Dirty Streaming: The Internet's Dirty Secret**" <https://www.youtube.com/watch?v=NIEeCETyGv8>

When we can show our customers, that print helps the environment we become trusted sustainability resource.



INDIVIDUAL...

281 billion emails were sent and received each day in 2018, expected to increase to over 333 billion daily emails in 2022. BUT THEY ARE BECOMING LESS EFFECTIVE! More than ever people are setting up ad blockers meaning electronic communication is becoming even less effective.

Another example of this is when Procter and Gamble cut their digital marketing costs by \$300 million in 2017/18, and the impact on the sales was zero.

Another fascinating development is "reverse publishing" where previously digital only brands are using PRINT to reach new and existing audiences, taking their online content and repurposing it in print. From Amazon with the Christmas toy catalogue to Facebook grow magazine, brands that have made billions from online media and now turning to print for its highly respected and trustworthy status.

Personalisation is a key way that Print delivers results that Electronic Communications cannot.

Customer Loyalty increased by **40%** when a product is personalised which also leads to significantly greater repeat orders.

74% of consumers were prepared to wait longer to receive their personalised product.

54% of consumers say they have purchased something more expensive than they originally planned because their experience was personalised.



E(N)GAGING ...

Creating a customer Experience is creating a memory. When we produce items that are that have a touchy, feely aspect we trigger our Haptic Memory which is proven to be the most lasting form of emotional connection.

Research have proven that Education results are better when kids use text books.

Hundreds of studies on Consumer Neuroscience that show how the brain retains significantly more information when it is presented as a printed piece.

When we can show our customers that the tactile nature print helps the engage consumers and delivers results, we become trusted marketing resource.



TRUST ...

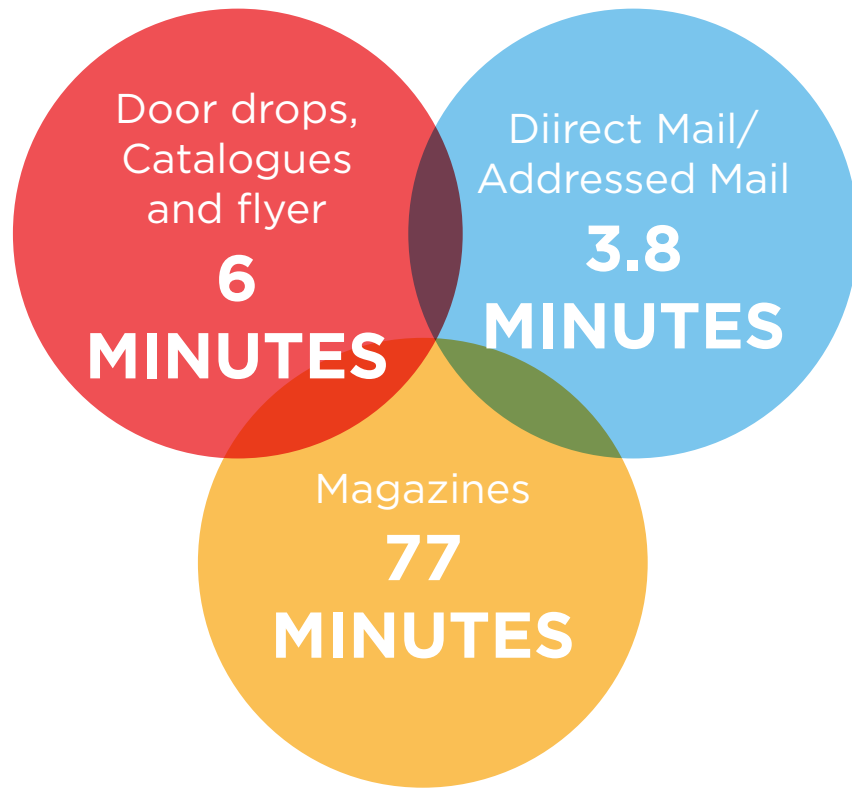
As a media, Print is proven to be the most trusted form.

ADTRUST INDEX 2018

Print: +38

Social: - 28

German study showed consumers are 3.4 times more likely to trust PRINT than ELECTRONIC messaging.

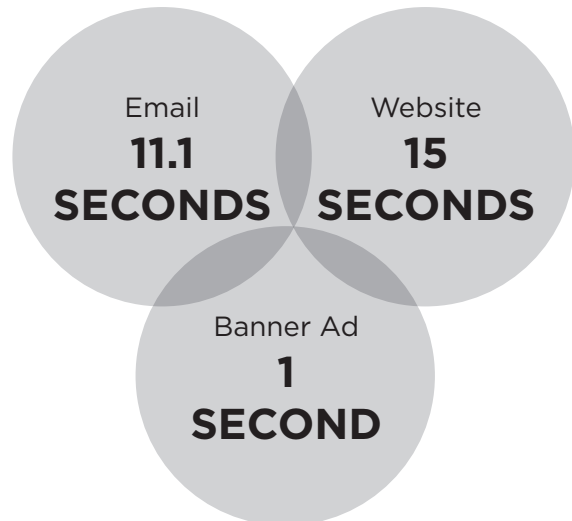


A SIDE NOTE FROM THE SPEAKER.

Understanding that a new dialogue is required to sell print in the new era we must embrace change and build our sales toolbox that suits the modern era.

We need to look at our sales teams, our sales pitches and our conversations with our customers. We need to build our stories to a modern chapter - we need to find our Star Wars. No longer order takers, rather we are craftspeople creating artwork of quality and inspiring our customers, and their customers, on the journey of print.

Print has so many strong credentials and we need to become experts in our strengths to ensure the value of print is at the forefront.



Q & A

Do you endorse role-playing or formal sales training for teams? I recall attending a formal sales training program when I was younger, however this seems less common today.

Absolutely. When we consider some of the things we have discussed today, there is no question we need to update our approach and sales strategy. This needs to be specific to your own individual company and as a result role playing new ideas to see what works best and what members of your team are best suited to specific environments is vital. When talking to customers we all know that first impressions count and you often only have one crack at gaining their confidence so it needs to be spot on the first time.

We continue to see Sales Managers and sales teams, are we approaching our sales hierarchies in an old way and have you seen examples of how we can restructure or modernise this approach to sales management?

The theme of today is to be open to doing things in a new way. I believe these flows through to our whole sales process. The way our teams are structured, the individual roles of each member within the team and the way communicate our message to our customers. Again, I believe it needs to be an individual approach formed out of research we undertake into the needs of our key customers. There is a blurred line between BDM, Account Manager, Rep and CSR that needs shaking up and re-structuring.

What role do you see customer's having in training or upskilling our sales teams? And further, what role do suppliers play in developing our sales authenticity?

Customers play the most significant role in developing our sales team. We have focused a lot today on the need to become problem solvers. However, we can't solve our customers problem until we know what it is. Having an intimate open an honest relationship with key customers is vital to develop this process. We need to be confident enough in our relationship with clients in order that we can dialogue freely on how we as a company are performing and the level of confidence they have in our sales process

Supplies are a wonderful resource to developing our sales team. Remember it is in their interest to support us so we should look two taps into all the resource is they have (ideas, samples, giveaways) in order to help our sales effort. I have often taken a supplier along to a key sales meeting with me if I felt it was going to assist in solving a problem.

What happens if our customers don't want to do high-end print work? What examples can I show them?

One of the great things about print that often some of the small simple jobs can have a significant impact. I suggest going to look for some of these examples and use them as case studies for customers. These may include the redesign of a simple brochure that has led to some noticeable increase in sales or a logo change that as increased brand awareness. Jobs don't have to be big and expensive to drive a positive outcome so look for the simple yet effective.

It is difficult for many printing companies who don't have the resources to work with their clients on a campaign, as they may only print offset (for example) - my point is: this need for creativity plays more into the hands of print management companies who do not have a press - but can outsource across a wide range of suppliers?

Again I think this provides printers with a wonderful opportunity to expand their offering. One of the greatest challenges over the next decade will be print companies who only offer print remaining relevant. If the print management companies are able to outsource creative and design, why can't the print company? And should a campaign require elements that cannot be done in-house, then another opportunity exists for the print company to broaden their horizons and partner with other like-minded suppliers. This goes to the heart of what we're talking about today in looking at doing things a little different. I have seen many wonderful collaborations between printers and small graphic design firms who worked together on great solutions for the print companies' client ... and the result is a win for the design company, a win for the client and most importantly a win for the printer.

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Kelvin is a well-known industry leader with proven capabilities across strategic leadership when growing a small family print business into one of the country's leading print providers. Later negotiating a sale and implementation into one of Australia's largest print media groups.

Kelvin is passionate about solving problems and developing solutions, with a track record spanning 30 years demonstrating strong result-driven outcomes. Recognised as an industry ambassador with his involvement in Dscoop, HP's User Group, Kelvin holds roles as the APJ Chairman and Global Treasurer.

A fearless change agent, Kelvin challenges the way things are done with a desire to innovate in the areas of customer experience, corporate culture and business development.