

Printing Companies

Overview

The printing business is a highly competitive industry. Larger printing companies will only handle high volume work for regular corporate customers. Smaller printing companies will handle odd jobs from small companies. Individuals who need printing work done will rarely go to a printer, but instead head to a FedEx Kinkos. The lowest bid is usually the first criteria buyers want. The second criteria is the printing company's ability to deliver a quality product on time.

A printing company salesperson just wants a chance to get their foot in the door to be able to place a bid. Many corporations will bid out printing jobs to 3-4 printing companies they trust and then go with the one they feel will deliver with the best or close to best price. The key for the salesperson is to become one of those 3-4 printing companies. The salesperson will work on getting that foot in the door through cold calling to schedule introductory meetings. Once they get the first job with a company, they can then start to build a relationship. Most larger printing companies could have 5-20 salespeople out on the streets calling on corporations. Corporate accounts can range from \$1,000 into the millions, so losing a larger account can be a big hit for a printing company. Hence the reason they are prime ticket buying prospects.

Why they buy tickets

The printing salesperson wants their name front and center for the corporate client considering a print job. If the printer maintains a good relationship with their existing clients, they can get to the point where the client won't even consider other bids for jobs because they are comfortable their existing printer will provide a good price and delivery. A sporting event fits to build those relationships. Each salesperson should have one game a month for a key existing client and one game a month from a client where they think there is additional business to be gained. Use of tickets for brand-new prospects where there has been no business done might be difficult but make sure to still ask.

Decision Makers – Who to talk to...

Start at the top with the top local executive. For a local company, go for the President or Owner. Many times, they are also the top salesperson. For larger printing companies with 10+ salespeople, the VP of Sales can usually make the decision. For a company that has multiple offices in different cities, there may be a Regional Manager or Regional VP.

Printers are excellent ticket clients to work with. They will make decisions quickly, many times on the spot. If there is hesitation, don't think twice about having them call in a salesperson to ask their opinion. Printing salespeople are used to schmoozing clients at dinners and events and if you present your ticket products well, you should close a high number of sales calls.