



EXCELLENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT

Selling in the 21st Century

Two weeks of talk condensed into one hour.

A Blockbuster NAPL Presentation

7:30 AM – 8:30 A.M. – March 8, 2007

Your host today: Harris DeWese

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Joan Kasper called and said I should talk about how “Technology has changed both the printing industry and what potential customers and vendors expect of their printers. The key to selling in today’s marketplace is understanding those expectations. Develop techniques for adapting proven strategies and adding new ones to your sales program. Learn how to identify legitimate sales trends.”

NAPL 2007 TMC Brochure

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And I said,

“Huh?”



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**We didn't get it right in the
20th century.**



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History repeats itself in our industry.

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Underperforming companies in all segments will continue to earn two percent or less because:

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- *People magazine picks World's sexiest man for 2007.*
- *You tell me. Who should have gotten the award?*
- *Just checkin' to make sure I have your attention.*



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The Twentieth Century

- **Salespeople with account concentration.**
 - **Salespeople with no major accounts.**
 - **Salespeople who have plateaued.**
 - **Salespeople loyal only to themselves.**
 - **Salespeople who will not prospect.**
 - **Salespeople who cannot identify their market(s).**
 - **Salespeople who cannot identify their target customers.**
 - **Salespeople who will not grow.**
 - **Salespeople who bitch, moan and whine.**
 - **Salespeople with no initiative, resourcefulness or sense of humor.**
 - **Salespeople who can only sell price.**
 - **Salespeople who never leave the office.**
 - **Salespeople who should be beachcombers.**
 - **Salespeople who should be forest rangers.**
- Because**

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It certainly wasn't management's fault!

- **Owners and managers went to TMC.**
- **They enjoyed the weather, played golf and enjoyed the show.**
- **Some managers wrote no marketing plan. They don't believe in marketing.**
- **Some other managers wrote a marketing plan.**
- **Many managers never discussed the plan with salespeople.**
- **Most managers filed the marketing plan.**
- **No one asked the customers what they need.**
- **No one ever monitored the competition.**
- **No marketing actions were taken. (Well, except for the football tickets.)**



Continued

- **No effort was made to make the company a top to bottom customer satisfaction machine.**
- **Managers did a lousy recruiting job.**
- **No sales training was provided to the salespeople.**
- **No behavioral training was provided.**



- *People magazine picked the young dude twice as the World's Sexiest Man.*
- *And, I'm not even in their damn data base. I didn't get a single damn vote.*
- *Gable, John Wayne and Valentino got hundreds of votes and they're dead!*
- *Joe Truncale got 798 votes. What's up with that?*



Continued

- **No technology training was provided.**
- **No suspect/prospect data base was provided to the salespeople.**
- **No effort was made to link sales compensation to actual sales/profit performance.**



Continued

- No one supervised, directed or motivated the salespeople.
- There are no performance appraisals or coaching and counseling.
- Management suffers from salesphobia (a persistent mistrust and disdain for selling, salespeople and customers). “They are all a bunch of Willy Lomans.”
- No one remembered to cut bait and fire Marvelle Stump.
- The companies failed to *support* the salespeople.



- *My rollicking finale is coming up.*
- *I'm just checking on your attention.*
- *If anyone see's this woman on the beach just tell me about it later. Attila the Nun prohibits my filandering.*



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The Twenty-first Century

- Salespeople with balanced “safe” portfolios.
- Salespeople who can define and pursue major accounts.
- Salespeople eager to grow personally, professionally and financially.
- Salespeople loyal to their companies and their customers.
- Salespeople who prospect every day and do it intelligently with a plan.
- Salespeople who identify and understand their market (s).
- Salespeople who identify their target customers. They can name them and tell a story about each one.
- Salespeople who seek to improve their companies and their customers.
- Salespeople with initiative, resourcefulness or sense of humor.
- Salespeople who never sell price.
- Salespeople eager to visit prospects and customers. They love to sell belly to belly.
- BECAUSE

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You decide to:

- Treat marketing with the same serious reverence you have for your Komoris, MANRolands and Heidelbergs.
- Treat your salespeople with the same investment love you have for your children.
- Seriously pursue ROI north of 35.0% - Pre-tax profits north of 10.0% - EBITDA north of 15.0%.

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**There is no more time. Thank you for
your kind attention.**