

Is Selling VDP different?

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Let Me Count The Ways

- Different in many ways...
 - Primary contact within prospect
 - Past: Print Buyer
 - Today: “C”-level executives
 - Marketing, Sales, Owners
 - Way to interact with prospect
 - Past: Working on project as vendor
 - Today: Learning about how they operate their business and how you can help.

Let Me Count The Ways

- Questions to ask prospect
 - Past:
 - How long is the run?
 - What is the format?
 - How many colors?
 - What week you want it delivered?
 - Today:
 - How do we measure success? ROI?
 - How short is the run?
 - Where is the database coming from?
 - What hour do you want it?

We Continue Counting Differences...

- Skill sets required
 - By Sales
 - Past: Project Sales
 - Today: Solution Sales
 - By Organization
 - Past:
 - What kind of press?
 - What finishing capabilities?
 - Today:
 - Marketing Mentality
 - Database skills
 - IT expertise, including internet

We Continue Counting Differences...

- Sales cycle more complex
 - Past: 24 hours
 - Today: 1 to 12 months
- Value Add changes
 - Past: Economical, high quality
 - Today: Marketing strategy development, analysis and reporting

We Continue Counting Differences...

- Estimating requirements
 - Past:
 - How much paper?
 - How much ink?
 - What finishing is required?
 - Today:
 - Project management required
 - Software development
 - Testing
 - Database cleansing

Still Counting Differences...

- Sales support
 - Today:
 - Take order
 - Team Selling Concept
 - Is Super Rep realistic? NO!
 - Use account managers
 - Support with topic specialists

Still Counting Differences...

- Production cycle
 - Past: Well established, straight forward
 - Today: Still evolving, more complex, typically take longer
 - More Elements and Quality Checks
- Measuring Customer Satisfaction
 - Past: Was color consistent and was it delivered on time
 - Today: Based on ROI, not “Pretty Pictures”

Understand customer goals

- Goal is to grow their business
 - Enables you to become strategic partner
- Need to have deep understanding of their business and their “pain points”
- Focus is on document and communications requirements
 - Optimize workflow
- Take responsibility for analysis and results

You can not change it...

Communications ARE Changing!

- Budgets are under pressure
- Target markets have more access to information
- Speed of response to information requests increasingly critical
- On going communications required to develop “conversation” with target market
 - Requires use of varied personalized media, such as
 - Email
 - Print
 - Web
- Think communications, not just printing

So...Is Selling VDP Different?

- ABSOLUTELY!
- The market is changing...
- The requirements for success are changing...
- YOU need to change to succeed in the new world!

What does this all mean, Mr. Wizard?

- Evaluate your organization for readiness
 - Do you have the skill sets in place?
 - If not...partner, train, and/or hire
- Ensure your workflow is optimized and appropriate for digital printing
 - Includes web-enablement and automation
- Develop strategy for implementation and marketing new capabilities!
- **PLAN TO HAVE FUN!!!!!!!!!!!!!!**

Additional Resources

- The Digital Printing Initiative (PODi)
 - <http://www.podi.org/index.asp>
- PIA/GATF
 - <http://www.gain.net/eweb/StartPage.aspx>
- Peppers & Rogers Group
 - <http://www.1to1.com/home.aspx>
- Direct Marketing Association
 - <http://www.the-dma.org/>
- American Marketing Association
 - <http://www.marketingpower.com/>



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Time and Attention!
Believe in the Magic!