

PROFITABLE PRINT RELATIONSHIPS

Eight Essential Print Sales Activities

There are plenty of sales activity plans available on the Internet

However, typically these plans focus on traditional sales activity. You are told to make more calls and book more meetings. So here are eight sales activities that are designed to be a little different.

I have chosen three activities that focus on improving your achievements. Then there are three sales activities that will improve your results. Finally, I have outlined two good business practices.

If you put these eight activities into practice every week, you will improve your sales performance. You will probably also have more fun selling.

Is there anything you would add to my list of eight activities?

You will find my contact details below. Please let me know if you feel that there are other activities that should be added to my list.

I'll share the best ones with my newsletter list. Look out for the e-mails I will be sending you every Tuesday, Thursday and Friday. You'll be sure to receive plenty of sales inspiration from them.

Good luck with your print sales!

Best wishes



Matthew Parker
Champion of Print

[Profitable Printing Relationships](#)

Eight Essential Print Sales Activities

1) Choose your big goal for the week

One of the most important sales actions is to create goals and commit to them. I write down a goal for every day. However, in a busy sales environment, it is best to commit to one goal a week.

It is vital that I set a goal that, assuming I put in sufficient effort, is achievable. For example, a goal to meet with a specific prospect might not be achievable as they may not be available. But, for instance, you could make sure that you arrange five new prospect meetings. You could develop any of the strategies below into a big goal for your week.



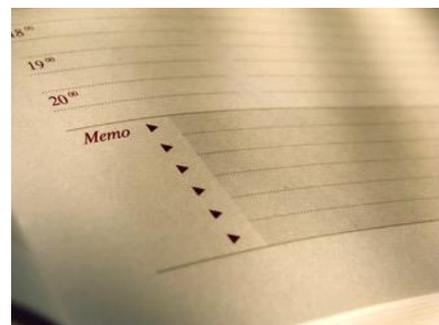
2) Write down your big goal for the week

One of the best ways of ensuring that you achieve your goal successfully is to write it down. By writing a goal down you are committing to it. Pin your written goal where you can see it every day. It could be at your desk. Or it could be on your fridge door!



3) Book a 30-minute learning slot

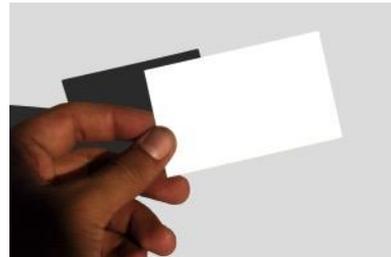
The best way to improve at sales is to learn new techniques. There are plenty of great resources on the web. A good place to start is my own website at <http://ProfitablePrintRelationships.com> You will find lots of useful posts on the blog page. There are also a number of resources you can invest in.



One issue is actually creating the time to learn. That's why it is good to book a 30-minute slot in your diary every week where you will focus on studying new techniques. If you are in the car a lot, you can always learn from MP3s while you drive.

4) Ask for three referrals

Referrals are a great way to reach new prospects who are happy to speak with you. However, to achieve results with this activity, it is important to ask for referrals in the right way.



In a follow-up e-mail, you will be able to download a guide on exactly how to carry out referral activity in the right way.

5) Upsell a customer

When I was buying print, I received a lot of quotes from printing companies. They usually gave me a price for exactly what I asked for. However, few suggested how I could spend even more money.



Make a note to speak to one client every week on how they can improve their print. They will end up spending more with you. And they will achieve better results for their business.

6) Engage a prospect on a new channel

Are you having trouble getting through to a prospect? Try communicating with them in a different way. I have had a great deal of success using social media and SMS.



[Here's an article with some more ideas on this.](#)

7) Share a resource

One way to become someone your prospects and clients rely on is to share useful knowledge with them. Send out useful information to your network every week.



Remember, you don't have to create this information yourself. You can follow me on [Twitter](#) or [LinkedIn](#) where I regularly share useful articles (from lots of sources, not just me!). I have also created a list on Twitter. [This links to a whole load of people who share interesting information on print that you can send to your clients.](#)

8) Be nice to someone

I have always been blown away by how many people have helped me along the way with my business. I like to try and pay this back. So I have a note to do someone a favour every day. It doesn't have to be a big thing – I might share an article on a social media network. At other times I will take ten minutes on the phone to help someone with a problem.



If you help someone once a week, you will get a great feel good factor. You may also be surprised at how much help you receive in return. In any case, being nice is a great business culture to have!

[Get more simple, actionable print sales ideas with "Improve Your Print Sales: The 1% Change Plan"](#)

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