

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Bonus video: Success Paths

Hello. Here's a short bonus video I made for you at the beginning of your membership to the Successful Print Sales Circle. And I made this video because I wanted to explain to you the idea of a success path and why it's so important that we follow one.

So, first of all, what is a success path? Well, a success path is a series of stages that we go through in order to build our business in the right way. If we carry out the right stages at the right time, we've got a far better chance of making sure that we're building the right relationships. We're creating the right pipeline of sales and we're achieving the right results, all in a sustainable way.

If we know these right steps then we're not suddenly going to dash around from one area to another. It would be wrong of me to give you some advanced sales ideas on how to create sales rituals, for instance, if you didn't already have the right foundations in place to make sure you made the most of those. It would be strange to be talking about launching new products and trying to win new customers, if you're not getting the most out of your existing customers already. And there's some very easy things that we should do right at the beginning of the journey.

So, I've mapped out a six stage success path for you to follow during your time here in the Successful Print Sales Circle. We're going to spend three months going through each of these stages. That means that you'll get six two-hour techniques to help you in each stage of your journey.

It may seem like a long journey, but you'll be building time and time again. And if you do decide not to carry on for the full 18 months and beyond, it doesn't matter because you'll have learned things that you can put into place at the right time, rather than having techniques that you're not really sure about what to do with, because you haven't got the right building blocks behind them.

So what are the six stages? Well, the first stage is all about easy wins. There's an awful lot of things that many printing companies aren't doing and they're missing out on easy business as a result of it. So it's important that we spend the first three months going through these and making sure that you're doing all the simple little things that win you business day in, day out and you may be surprised at how easy some of these are and the fact that you're not doing them.

It's all about going out and making the most of your existing customers, making the most of your profit margins and looking at easy ways to win new customers as well. Once we've got those systems in place and you're happy using them, then it's time to move on to stage two.

Stage two is all about building the right sales systems. If you don't have the right systems in place, you're going to struggle as we move on through our journey together in the circle. That's because there's no

point in me teaching you really good techniques on how to win business if you then, for instance, forget to go out and make calls at the right time.

That's one of the really basic things we should be doing. And there's a system that I have in place, I'm going to explain to you, which means that you'll never forget to call a customer at the right time. And there's a whole load of other techniques as well, that will help you make sure that you're being regular and consistent in your activity and you're getting the best possible profits and revenues as a result of that. Once we've done that, then we can move on to stage three.

Stage three is all about making the most of your existing customer base. Now we all know how difficult it is to get new clients at the moment. And we all know the amount of time, resources, and expense that it can take to win one more new customer. So it's absolutely important that we make sure that we're getting the most out of our existing customer base.

Firstly, to make sure that they enjoy the experience with us and they remain loyal with us, long-term customers rather than having a huge customer churn. But also to make sure that we are getting as much revenue as possible from them and that we're getting the right profit margins.

Stage four is all about communication. It's about communicating regularly and successfully because if you do that, that will also help you build more business, both from existing clients and new prospects as well, when they're ready to buy. And there's a lot of techniques that we can use that will really help you get through to people and they don't have to be hard. They don't have to be expensive if you follow the recommendations as I do for you as well. So there's a lot you can do in those three months.

Then we're ready to move on to stage five and stage five is creating new launches and new products. And again, it may be as simple as you redeveloping something you're already doing, but maybe not selling very much of and just pushing it out to your current customer base. But it's also an opportunity to reach out to new customers at this point and encourage them to start working with you as well.

And then finally, we get to stage six, which is all about creating the right business rituals. Once you've got the right rituals in place, you've got a well-oiled system for growing your business and for winning new work, day on day, week on week, and keeping that growing in the right way, but making sure that it's the right types of client, the right types of work as well.

Once we've gone through that 18 months, the journey doesn't stop because after that I've planned some advanced strategy courses for you as well. The first of these is based around 12 week sales projects and making sure that you know exactly how you can create a focus plan to win certain types of new business and be accountable for it, with your staff and being able to delegate those as well, if that's what you want to do.

And I'm also going to teach you the way that I use social media, and particularly LinkedIn, to win warm prospects, people who are ready to talk to me and buy from me. So I'll teach you all the techniques for that as well. And I have a range of other exciting advanced strategies planned as well.

So, that gives you a sense of the journey that we're going to take together through The Successful Print Sales Circle. I'm really excited about it, I'm sure you are too. And remember throughout this time, this is all about taking action. This isn't about listening to me, consuming content, thinking that's great and then going away and doing nothing about it. This is all about making sure that you actually apply these techniques and get the results from them. That's why I've included the worksheets. And that's why, for the gold members, I've included the accountability as well, to make sure that you're on track and you are achieving the right results.

So do make sure that you download and use the worksheets, writing down the answers and the targets that you're setting yourself is really, really powerful. It means that you are more than 70% more likely to actually carry out the right activities and therefore get the right results from them.

And if you're a gold member, we'll be in touch with you to explain how accountability works and be reaching out to you to hear how you've been doing and make sure you're on track with carrying out what we'd like you to do.

We also want you to share your wins and your successes with us as well. It's great for us to hear about it. And we'd love to hear about them on the group calls or one-to-one emails from gold members, and we can share that success back so that you know what is working for other people as well.

We'd also love your feedback. And to be honest, this is the first time this is a new launch, it's the first time we've run this. If there are things that we could do better, we'd really like to know. And if there are unexpected challenges that you're coming across with any of the techniques that we're teaching you, they're all tried and tested, so I'm not expecting you to come up with any, but if there is something that you come up against, again, I'd really like to know so that we can make it right for future members of the circle as well.

If you need any help, then please do reach out to us at circleatprofitableprintrelationships.com. And we're here waiting to make sure that you get the most out of your membership. And with that in mind, I've got one action point for you, could you go and watch the next video right now? It's all about making the most of your lapsed clients, the ones who've left you. They can actually be a very good source of business. You may be surprised, but there is work to be won out there.

So I've got a very simple technique and task for you to carry out over the next two weeks. And you can get on with that right now, if you go and watch that video. So I look forward to hearing from you, you'll hear from me every week. I look forward to hearing from you and I wish you success with all your sales.