

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Print Product Inspiration Podcast 2: Leaflets

Hello, I'm Matthew Parker, the champion of Print. And this is episode three of the Print Product Inspiration Podcast. And in this month, we're going to talk about leaflets. There are so many businesses that need leaflets.

Last episode, we looked at business cards and we changed our idea of business cards. We created different products from the same format. Let's try that again. Let's try that with leaflets.

What could a leaflet be? Well, it could be a service announcement. For instance, a restaurant suddenly doing home delivery and new pizza store opening. It could be a special offer. For instance, a chocolate company offering you a new flavour of bar at a special price. It could be an upsell. My local beer bottle shop delivering to me and letting me know there's 10% off my next order if I do it within a certain timeframe. And, of course, it could be for a printing company, perhaps as we looked at last month, they could be using leaflets to do a referral incentive.

So why aren't organizations buying more leaflets? I mean, we can talk to people about leaflets and why they're so useful. And when I do this, people love the idea, but then they often don't go ahead and buy it. Why not?

Well, the simple reason is creating a leaflet is really scary. It may be simple to us, but for many businesses, it's far more complicated than we understand. Here are some of the questions that a business owner might be asking. What do I say on the leaflets? Do I need a copywriter? Do I need a designer? How do I brief a copywriter or a designer? What's a print spec? What do I do with my leaflet once I have it?

So if we as printers, want to stay in business, we cannot sell print anymore. Last month I talked to you about developing products, but actually we have to go even further than developing products. We have to sell solutions. And when we start selling business solutions, then we start creating better relationships with our clients. That's what starts that ongoing sales pipeline that we control. That's where we achieve more sales and better profit margins.

I want to talk to you about my mate, Nick. He's a chocolatier. He makes very good chocolate and you can find it at www.sevenhillsschocolate.co.uk. But although Nick makes great chocolate, he's not a marketing person. He gets the idea of doing special offers and using leaflets to do this, but he

doesn't really know how to action it. So he doesn't do it. He gets ahead with making chocolates and doing these things within his comfort zone. If we want him to buy printed leaflets, we have to help him with everything else as well.

We need to be able to help him write the content. We need to be able to advise him what he should be writing in order to achieve successful upselling when he's putting that leaflet in his box. We need to be able to find him a designer and get the leaflet designed for him. Then we need to print the leaflets. That's a bit we know is really simple. And finally, we might need to help him with a door drop as well.

If we can do all that for him, the sale changes. We're not selling printing a leaflet for him as part of a supply chain. We're actually selling how he can create special offers and we'll manage that whole process for him. Then his decision becomes so much more easy, especially if we can give him a case study to help him with it as well.

Can you imagine a vehicle wrap service where your client has to design the wrap outline, and then you print the wrap and deliver it to the client and they have to wrap their own business? That'd be crazy. No one would do it. So why do we take that approach with so many other printed products? It's time to create something which is much more complete in our offering.

So how do we do this? Well, the first step is to partner with the right network providers, or if you see a lot of businesses in this area, consider investing in staff with the right skills. Next, think about creating templates so that anyone can work through the details with a potential client quickly. So for instance, if you have an upsell leaflet, you may have one with a template copy in place already, and be able to tell the client the important things they need to provide for the design. Are there any pictures? Is there any information that is needed in order to create a more effective design?

Once you have this create a full product price. Again, print is very good at dividing our price into all the different elements. So I know how much I'm paying for different paper stocks, how much I'm paying for an extra colour. There's no need to do that anymore. We're used to doing it, but clients aren't. They're used to an all in one price and that's what we should give them. An all in one price for the copywriting, for design, the printing and any door dropping as well.

And finally, we should create the right specification for them. Again, in print we're very used to letting the customer make lots of final decisions. And that's hard for them. So we should think about telling them exactly what they're going to get and giving them one choice or even better as we've seen last month, one choice, and then an upsell as well.

There's one printing company. I know that sells multichannel marketing and that's quite a complicated product. And, typically, I've sat in front of loads of presentations and seen all the options that I can do. And it just becomes far too complicated for me. And I'm quite a technical person. So what chance does a simple business owner have? So to get round this, this particular printing company decided that they would create just a couple of specifications and give those to clients. They spent less time talking to clients about the specification and about the how and more about the results and the fact that the client didn't have to worry about it. And that made the sale so much easier for them.

So this has been a short episode of the podcast, but I hope it's given you some good ideas on how you can change your offering. You may not print leaflets. You may not want to print leaflets, but what products do you do that you could change into a full service?

I've got one action point for you today. I'd like you to decide on what product you're going to create into that full service and what your target market is going to be, because it's much easier if you go out to a specific type of customer to sell this. When you've decided that please do get in touch with me at circle@profitableprintrelationships.com. Just drop me an email and tell me what product you're going to be creating and what target market you're going to be aiming at.

I'd love to hear. And if you've got any questions for me on that, I'd love to respond to you as well. I'm looking forward to speaking to you again on episode four of the podcast.