

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Video 20: Choose your perfect customer

Hello and welcome to the second video in month 10 of the Successful Print Sales Circle and the start of another stage in your success path. This one is all about creating successful product launches. Remember this isn't all about new products. This can be about launching your existing products to your existing audience, who may not know about them properly yet, or about launching existing products to new audiences as well. We're going to spend six assignments going through creating a really powerful sales message that you can use as an email, a sales letter, the framework for a phone discussion, the framework for social media, direct mail. Many things you can use this message for. Now, many people say at this point, "Matthew, why does it take six assignments to create a sales message?" This is so much more than just writing a quick sales message.

This is a deep dive into making sure you've got the right customer, making sure you understand what they want, that you have the right solutions for them, and framing what you offer them in the right way to maximize the chances of your sales and of creating good profit margins as well. Some people ask me as well "Do I really need to do this? Surely people ring up because they need print from me." Often, that isn't the case more and more often these days, companies do not realize that they could be using print to help build their businesses. This is our chance to help these companies if we give them the right sales message and we frame it in the right way. Printing companies that follow the process that you're going to follow over the next six assignments have a much better chance of building some really powerful relationships with their prospects and carrying on those relationships into long lasting customers.

That means that they control a much more powerful sales pipeline, and that they've got a much better chance of achieving the revenue and the profit goals that they want or need to achieve. There's so many companies that carry on just selling print, offering great service, great quality and low prices. They're going to struggle to achieve relationships because buyers will see them as commodity suppliers. They won't have that same sales pipeline and they'll be struggling to achieve the same results. That's why I recommend that you stick with this project over the next six assignments and see the message building and the proposition becoming more powerful with every assignment that you undertake. Now, I'm basing the creation of these messages on something called the TPD principle. Many of you would have heard me talk about this. Some of you may already have my book, How To Stop Buyers Choosing On Price, which is all about the TPD principle.

TPD stands for three things, target audience, pain and difference. We work on the basis that first of all, you're much more powerful if you focus on a niche audience. I could sell this sort of information to so many different sectors, but because I focus on the printing industry because I love it and I know it, then I have a much better rapport and engagement with my prospects and being honest, I've got a much better chance of selling and selling at a higher price. You can do the same if you specialize in a particular market sector or vertical. If you try and be all things to everyone, your message gets diluted. People don't value what you're offering in the same way. These sales messages are designed to be aimed at a very particular type of customer. You may offer the same product or service to a different type of customer.

Then you write them a different sales message for that different type of customer. The P stands for pain. People are much more likely to buy if they see a pain that they have in their business, and that you've got a good chance of solving that pain for them. Remember, these pains are rarely anything to do with print. They're actually to do with their business results. How many more customers can a retailer get through the door? Can an e-commerce company increase the lifetime value of each customer? these are the sorts of things that people worry about our next month. We're going to do a much deeper dive into pain with your ideal customers and find out what really concerns them and what will motivate them to buy a product or a service from you. Finally, we come to the D which stands for difference, because you may have identified a great target market.

You may understand the challenges that that set to faces and you know you can solve them, but you still have to persuade a prospect to buy from you and not someone else in the competition. You still have to persuade a prospect to buy from you and not one of the competition. We're going to cover all this and more in the coming months and the coming assignments. I'm really excited to be sharing all this with you. For today, we're going to start by looking at target audience and making sure that you choose the right type of customer for you in the first place, because that's the basis of a good sales message is attracting the type of customer or client that you want to work with. He's right for your company. It's rare that every type of person is right for one printing company. Magazine printers don't want general commercial work. Packaging printers don't want general commercial work either.

Smaller companies don't necessarily want to work with large corporations. Lots of companies don't want to work with these fussy clients who just want a business card, but for some companies that type of person's ideal. Who's the right type of customer for you? Today's assignment is all about taking some time to work that out and understand that customer more and to create a profile for them. I don't want to sell sales and marketing to anyone. I want to give my advice to companies in the printing industry. Who do you want to help? How can you help them? Let's dive into today's worksheet. I hope you've downloaded it and got it ready to work through, but let's dive into that and go through each of the steps, so that you can find out the right customer. Step one is to review your best customer list.

To be honest, you've already done this. Just go back to worksheet seven from month four, and use results from that, unless something drastic has changed in your company in that time, but we want the list of your best customers or people with the potential to become your best customers. Very simple first step. Step two, work out from those customers who you really want to work with. We all know that in your top client list, you've probably got some people who are really important for your

company. They give you lots of turnover, but do you really want more people like that? Sometimes you may need more customers with a better profit margin level, or you just might not like working with some of your higher turnover customers, even though they work very well commercially for you.

In the worksheets, I've given you a list of factors to consider, but the factor I'd really like to highlight in this video is how nice they are, because I really feel that making sure that you've got a good cultural fit between you and your customers, is the real key to creating those longer term relationships, which you both value and you both profit from. From your list of your top 10 or so customers, have a think about which ones are the ones you'd really like to work with. Do make sure that you can identify other companies that you don't already work with, who are like those companies as well. Step three is to profile your customers that you've picked in step two. You may find, you don't know as much about your customers as you thought. This is very common. Every time I run a workshop on how to stop by as choosing on price, or when I mentor people, we run this profiling exercise and probably eight out of 10 people really wish they knew a lot more about their customers and the companies that they work for.

I've included as an extra for this assignment, a target profile sheet, and I'd like you to fill that in for step three. Now, some of the information you'll be able to fill in easily. Some, you'll probably be able to find with some web search, some looks on social media, maybe visiting the company websites. You may have to do that research. It may not come straight to mind, but you'll be able to fill some of that in. Some of the questions you may struggle to answer and that's okay. Many people don't know the main challenges that their key customers are facing. They don't know what the company wants to do in the next 18 to 24 months, but that's okay. Don't ask the customer that yet. Wait until step four but fill out as much of that profile sheet as you can. You'll find it very useful in helping you understand the market sector and your individual customers. The aim is that you're going to create a sales message for these customers that you've profiled. Then you're going to use that sales message to go out and win new customers just like them.

Step four, interview your existing clients. Now, you've already done some interviews in month eight on worksheet 15, and I gave you a very detailed interview outline in step four of the worksheet there. Do go back and look at that. Now, if when you carried out that interview, you interviewed one of the clients you'd be interviewing now, the job's done already. That's great, because you'll be asking exactly the same question. You can use that interview. However, the chances are you may need to run a new interview with a different client in order to complete this sales message. That's fine. It's something you're going to want to do regularly anyway, because you're going to develop more and more of these sales messages over the years to come. It's good practice to get used to doing them. Anyway, when you carry out the interview, it's really important that you record it.

There are three reasons for this. The first is we want to capture their exact language. As we work through the assignments on this project, you'll find out that the language that they use can create some really powerful marketing copy for you, far better than any copywriter that can create on their own. Number two is we really don't want to be sitting there trying to listen to what they're saying and hastily scribbling notes, because then it's really hard to take in what they're saying to run a good interview and to actually remember what they told you. Step three is so that you can actually go

back and listen to it several times, because often when we first listen to someone, we don't necessarily pick up everything that they're saying.

It's good to be able to go back and review that and make sure we get everything down exactly. When you've carried out your interview and you've got that recording, then get a transcript of it. It's a really useful thing to have. I recommend you use a company called Rev.com. They're the people that I use for doing the transcripts of these videos, podcasts that you have on the Successful Print Sales Circle. Step five is to review your interview. What I want you to do is I want you to take that transcript and I want you to read through it carefully. I want you to get a highlighter pen or use the highlighter function on an electronic document, and to highlight two things.

The first thing I want you to highlight is where you see a pain or a business challenge that needs solving, that the client has talked about. The second thing I want you to highlight is where you think they've said something that you think will make some really powerful marketing copy. When you've carried that out, give a blank copy of the transcript to someone else you know as well, and ask them to do that same exercise. It's really important to have a double check, to make sure that two people are agreeing of what the key pains and what the key marketing copy is. Then you're going to use that marketing copy later on in the project, but the pain we're going to use straight away in step six, because step six, we want to understand how you solve that pain.

Now, it may be that the customer has already told you in the interview, how you solve that pain for them, because you're providing a particular product or service that helps them with the pain. Whatever that pain might be, whether it's getting more customers or getting the word out or reducing their costs or becoming more efficient, whatever it is that have told you that pain. They may well have told you how you solve it for them. However, are there other better ways that you could help them with that challenge? Now's the time to brainstorm the solutions that you are providing for this type of customer. When they've talked to you in more detail about the problems that they face. Does it raise any thoughts with you going, "If only I could provide this service or this product for them, it would help them." Remember this is about them, not you.

Yes. We want you to sell more print. We want you to make better profit margins, but what is it that you could do that would improve the business results that they're looking to improve? It's very worthwhile to spend a little time just thinking about that, brainstorming some new ideas. Do you have existing products or services that would help these clients, or is there something that you could launch that you could easily create that would also help them? Once you've done that we can move on to step seven and step seven is to share your success from this assignments. At this point, you will have got a very clear idea of who's exactly the right customer that you want to target with this sales message. You'll also have a really clear idea of that pain and a first idea of those products. Next month, we're going to look at your products and services more, and we're going to see if we can frame them in a better way that would attract more people to want to work with you and use these products and services.

We're also going to see if we can frame them in a way that would allow you to ask for a higher price for these products and services as well. Right now, you'll go is to identify two ideal clients. I want you to go through and have that interview with them and transcribe the interview and use that interview to identify that pain. Once you've identified that pain, I want you to sit down and write out some

products or services that you can offer this client, and you can offer other companies that are similar to this client as well. You've got a really powerful first start to your sales message now.

If you've got any questions about this, next week, we're going to have our group call and I look forward to hearing how you're getting on and answer any queries you may have about this, as well as setting up the email newsletter list that you started in the last video. I look forward to seeing you on next week's call. Then in month 11, we are going to carry on with this project. We're going to look at creating the right product as well as carrying on with our newsletter list as well in creating something called a lead magnet as well. In the meantime, I look forward to seeing you next week.