The Digital Print Sales System

Description:
A complete guide for successfully selling digital printing

An easy-to-implement system that guarantees the successful transition from selling Traditional to Digital.

Digital printing is attempting to take the printing industry by storm. It is featured at every trade exhibition, lauded in almost all print trade publications, featured in multiple presentations at leading industry conferences and forecast to overtake the traditional sheetfed market by the year 2020. Whether this forecast is accurate or not, there is no doubt many printers are seriously considering their entry into this new technology without taking into account some `key realities``.

The first reality is a majority of buyers of traditional offset printing are not ready for, nor familiar with the benefits of short run or 1:1 personalised printing. Traditional buyers must not only be sold the virtues and the pricing of a specific printer, but also must be shown how digital printing will directly benefit the objectives they seek to achieve with their print.

This publication will concentrate on key issues; strategies and tactics to be implemented by traditional commercial sheetfed and web fed offset printers as they move into the digital print environment. It is an essential tool for effectively selling digital print and includes information on:

Today and tomorrow: where are we going?

The major differences in selling digital print verses traditional print.

Where to find the best prospects.

The ideal sales call.

The successful digital print sales process.

Ideas on selling ROI (Return on Investment) and ROPE (Return on Print Expenditures).

Case studies to illustrate the most effective selling techniques.

In addition this publication will discuss key areas of focus for the sales team and the paradigm shift from `sales` to `solutions provider` to digital print buyer.

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