

KEY QUESTIONS SUCCESSFUL COMPANIES ASK TO GROW THEIR PRINT SALES

Introduction

We have been working with many print companies both of which are extremely successful and which are struggling to grow. Some of them were doing well for the first couple of years and now struggling to sustain.

Questions that we always ask the companies whom we help to streamline their Print Order Management, has helped us to identify some common traits of successful companies that are growing their sales and profitability.

- ✓ **Who are your key customers?**
- ✓ **Are you a general printer or you specialize?**
- ✓ **What percentage of your sales is repeat business?**
- ✓ **Which is the most profitable part of the business?**
- ✓ **How do you increase sales?**
- ✓ **What has been your major success formula?**

This set of questions has helped us identify some common traits of successful companies that are growing their sales and profitability.

We have observed three common focus areas of Successful Companies.



Focused on growing repeat business



Over a period of time, they have started focusing on specific print product or target audience



Investing in software solutions to automate and reduce order management costs and offer consistent services.

While a lot of Print companies are unaware as to how to speed up their growth and take complete charge of their organization. They keep hoping that someone will walk in or refer them business.

Below we have taken a case study of one of our client's journey and listed a few of key questions, which have helped them analyze right strategies to grow from Print Shop to Trade Printer.



Identify a Niche

Initially PSP started with Print Shop and had customers ranging from various industries and backgrounds. The biggest challenge was how to grow? Which made them analyze their business and ask questions. Which helped them define to focus only on Sign products and become a Trade Printer. Since then have been growing and part of the fastest-growing companies.

Key questions to define niche:

01

What is our strength production or marketing?

02

Which are your 20% products generating maximum revenue?

03

Which clients are generating the highest revenue and repeat business?

04

Which are your customers taking a lot of time vs. very low ROI?

05

Where do you see future growth potential? Both Existing and new?



Increasing Sales

It was not easy to let go direct customers and other print products as they decided to only work as Trade Printer and Sign printing. They needed extensive planning and discipline. Next goal was how to increase sales? Making sure retaining existing customers and reaching out to new leads and converting them into sales?

Few of the Key questions they focused:

A KEY QUESTIONS TO DEFINE SALES STRATEGY

01

Who are key customers? How to group them & differentiate their buying criteria?

02

Why key customers working with us? How did we win trust and confidence?

03

Pricing Strategy - What are competitors doing?

04

How to get Consistent feedback from key clients to understand their needs?

05

What is the revenue per client? How to increase revenue per client?

B KEY QUESTIONS TO DEFINE MARKETING STRATEGY

06

Should we outsource marketing or do in-house?

07

What is the ROI on every marketing channel and campaign?

08

How to create online blogs, videos, webinars, and email campaigns to empower clients?

09

How to build strong relationship with key clients?

10

How to build strong support team and policies to grow referral sales?

They have set up a very strong support team, who contacts every new lead to help in converting into sales, get feedback and constantly follow up with the management team to improve.



Improving Productivity

Along with defining Sales and Marketing Strategy, one of the most important aspects was having the right Web2Print Solutions to centrally manage offline and online orders, have complete control over print sales, offer high-end services and expand to new markets.

Key Questions:

01

How to reduce the time and costs involved in the lead to sales conversion?

02

Does web2print provider understands what it takes to manage our key print products and sales channel?

03

Does Web2print Solution support both offline and online sales?

04

Is the solution robust and flexible to help increase current and future sales?

05

Can we have proof of concept or trial to understand how the solution works?

Growth is a continuous and ongoing activity. They have been an ongoing basis asking the above questions, evolving an empowering environment to involve every team member to participate in the growth process and adapt quickly to changing needs.



Grow Repeat Business & Referrals

Our PSP's major focus was to keep the existing customer happy and increase repeat business, as getting a new client is 7 times more expensive than retaining existing customers.

Key questions they asked:

01

How to get authentic customer reviews? What third party tool to use?

02

Setting up a very strong and empathetic support team

03

How to stay in touch with key customers?

04

How to make key clients special?

05

What new products and services to add to increase repeat business?

06

How to improve client retention?

They have set up a very strong support team, who contacts every new lead to help in converting into sales, get feedback and constantly follow up with the management team to improve.



Add added value to attract the customer

What can you offer to your customers? What makes you special and can stand out in the market? You need to think of these added values to add worth to your printing business. You have some weaknesses but that is entirely alright. Work on that weaknesses and turn them into your strength. Focus on what makes your business stands out most than the others and enhance your skills in printing industry further.

What can you do?

- 01 **Research market and improve on your value added strategies**
- 02 **Do not afraid to say NO to customers if you cannot meet their demands (Need to build their trust)**
- 03 **Listen to your customer's complaints and reviews and improve on that**

Wrapping up

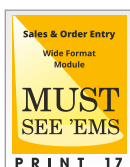
Growth is a continuous and ongoing activity. We have been working from small print shops to a few of the world's largest companies to help grow sales.

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