

# inkjet SUMMIT

## The Sales Process: In a Post Pandemic World

BROUGHT TO YOU BY

Printing Impressions In-plant Impressions

# Speakers



**Barb Pellow**  
**Manager**  
Pellow and  
Partners



**Adam Avrick**  
**President**  
Design Distributors



**Keith Miller**  
**President & CEO**  
Strategic Factory

# What changed about the sales process during the Pandemic?

everything

# Think About It

- For most companies, a reliance on in-person sales pre-pandemic
- Changing customer behaviors based on their new economic realities
- A reliance on technology and digital platforms to connect with customers
- The need to do effective marketing and leverage techniques print service providers had limited familiarity...social media, video, zoom



# But there is Untapped Opportunity

- Sellers (competitors) have moved sales interactions to digital
- B2B customers prefer remote interaction
  - Ease of scheduling
  - Savings on travel
  - Safety

Most B2B seller interactions have moved to remote or digital ...

Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>  
% of respondents



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

<sup>1</sup>Q: "How would you currently interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>2</sup>Q: "How would you prefer to interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>3</sup>Figures may not sum to 100% because of rounding.

McKinsey  
& Company

# And the Benefits for Your Business are Significant

- Lower cost per visit
- The ability to extend reach
- Improve sales effectiveness; access not just to the sales rep but the subject matter experts in your organization
- Delighting customers that like new ways of interacting
- ***Capitalize on the opportunity!***



# Design Distributors is a One-Stop Direct Mail Company

Deep printing experience and high-level postal expertise combine to create direct mail and print marketing solutions invaluable to your business.

[Get A Free Quote](#)

[Contact Us](#)



# About Design Distributors

- Family business that started as an envelope company in 1966
- 1987 began diversifying and developed into a full-service mailing, data processing, printing and imaging company
- Currently a hybrid facility producing 10 million pieces per month (blend of offset, cut sheet toner and production inkjet)
- Employ 100 people



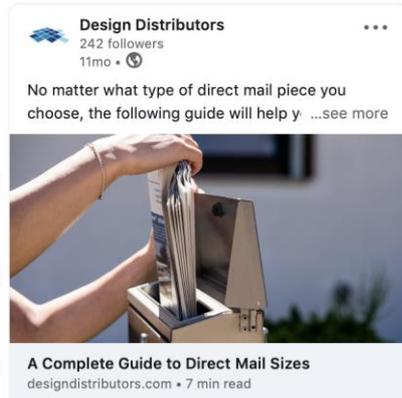
# Selling: The Market Has Changed

- Three sales people
- Historically called on agencies, but now direct to the enterprise
- Focus on B2C companies that do consistent programs; B2B marketing programs shut down during the pandemic
- B2C direct mail is vibrant and growing



# Technology Driving Sales Communications

- Conventional way of selling is gone forever
- Leveraged my digital marketing team to put in place interactive content
- Expect face to face meetings over time, but video will remain a constant



# Target Markets

- The Pandemic meant increased focus; *what industry segments needed and wanted to talk directly to their clients/customers*
  - Health care communications were critical
  - The election cycle caused an explosion in communications
  - Retailers needed to drive customers to web sites



# An Emphasis on Existing Clients

- Had loyal customers but weren't selling to the entire organization
- Emphasis on better communications with existing clients...
- A focus on mining existing customers to expand relationships
  - More contacts
  - More departments



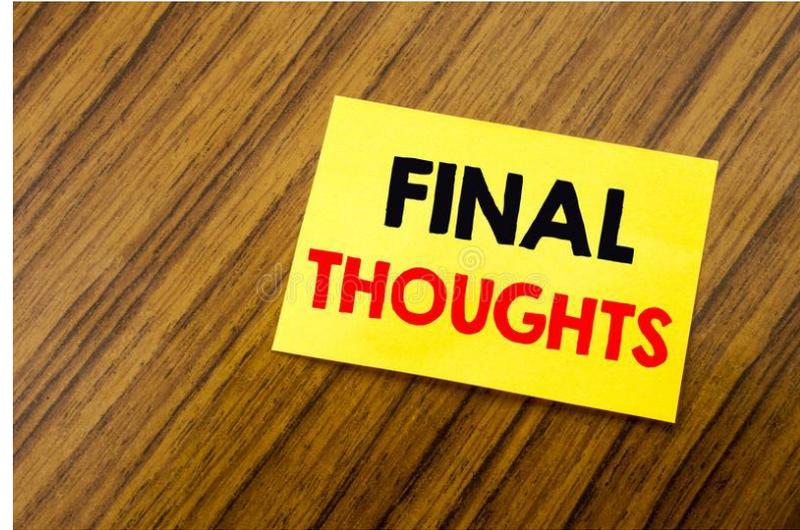
# The Prospect Base

- Confronting unique challenges
- Supply constraints are causing prospects to come to us for direct mail
- Taking care of our loyal customers first
- Getting sales people to understand that not all new business is created equal
  - Don't want clients that will “jump ship” after we have invested time and effort in getting their programs up and running



# Final Thoughts

- Focus on the right customers for your business...in our case those that ran consistent direct mail programs
- Take care of your loyal customers in the face of supply constraints
- Provide interactive content.....and build video skills; while face to face meetings will come back video will dominate



# It's Time to Change the Game

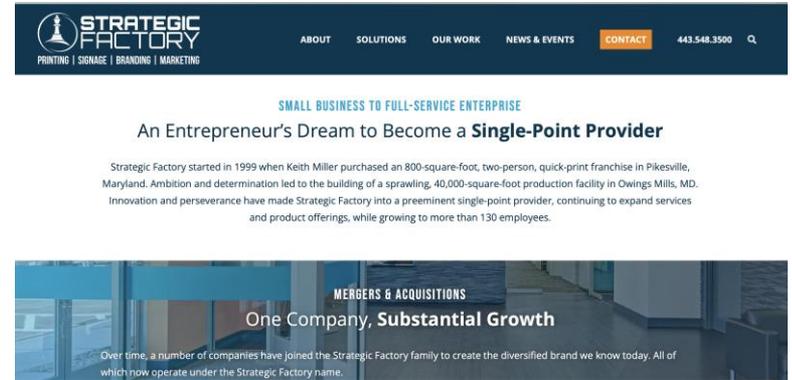
Your single-point provider for printing, signage, branding, and marketing.

2021 #1 SMALL COMMERCIAL PRINTER WINNER

[READ MORE](#)

# About Strategic Factory

- Purchased a two-person quick print franchise in 1999; has grown to a 4 locations with 105,000 sq. ft. of production and warehousing space with more than 130 employees
- Growth through both tuck-ins and strategic acquisitions
- Service more than 8,000 customers in a diverse number of market segments
- Single point provider for all things to support the brand including commercial printing, signage, vehicle graphics, branded apparel, promotional items, and a full range of creative and design services
- Revenues in excess of \$27 million



The screenshot shows the Strategic Factory website. At the top is a dark blue navigation bar with the Strategic Factory logo (a stylized 'S' and 'F' with a printer icon) and the text 'STRATEGIC FACTORY' and 'PRINTING | SIGNAGE | BRANDING | MARKETING'. To the right are links for 'ABOUT', 'SOLUTIONS', 'OUR WORK', 'NEWS & EVENTS', 'CONTACT' (highlighted in orange), and the phone number '443.548.3500' with a search icon.

Below the navigation bar is a section with the headline 'SMALL BUSINESS TO FULL-SERVICE ENTERPRISE' and 'An Entrepreneur's Dream to Become a **Single-Point Provider**'. Below this is a paragraph of text: 'Strategic Factory started in 1999 when Keith Miller purchased an 800-square-foot, two-person, quick-print franchise in Pikesville, Maryland. Ambition and determination led to the building of a sprawling, 40,000-square-foot production facility in Owings Mills, MD. Innovation and perseverance have made Strategic Factory into a preeminent single-point provider, continuing to expand services and product offerings, while growing to more than 130 employees.'

Below this is another section with the headline 'MERGERS & ACQUISITIONS' and 'One Company, **Substantial Growth**'. Below this is a paragraph of text: 'Over time, a number of companies have joined the Strategic Factory family to create the diversified brand we know today. All of which now operate under the Strategic Factory name.'

# An Ongoing Challenge: Tightening Market Focus

- Adjusted structure to meet ongoing challenge
  - 8,000 customers
  - Average customer does \$12,000 annually
  - Need to drive that to six figures
  - Need to disqualify some customers for long term business success and continued growth
  - Doing more with less



# The Sales Structure

- 2 sales people that focus on the Fortune 500
- Remaining accounts handled by CSRs that have transformed into Project Managers
- Completed a transition to a vertical approach for market expertise – Different buyers acquire different products
  - Print & Direct Mail
  - Promo and Branded Apparel
  - Agency
  - Signage & Large Format
- Round out within verticals
- Cross sell across verticals
- Approach gained traction during Covid



# The Benefits of This Approach

- Project managers build tremendous business acumen in the specific segment
- Accelerates the sales cycle because they can efficiently and effectively answer questions & build customer confidence
- Print has different buyers than ad specialties versus signage, etc.
- Request referrals within the client organization for other segments



# Doubled Down on Marketing

- Revamped our web site
- Have three content people that focus on e-mail marketing, Facebook for branding, LinkedIn to deliver value-added information
- Leveraging HubSpot
  - Both clients and prospects incorporated into marketing initiatives
  - Set up journeys and marketing automation tracks



# Final Thoughts



# In Summary

- Optimize use of all channels for good communications
- Adapt based on what the customer wants
- Provide value added content
- Remember that marketing is critical to sales
- In a supply constrained environment – **FOCUS** on the right customers
- Leverage vertical marketing to maximize sales productivity
- Follow-up





**QUESTIONS?**

**inkjet** | 10<sup>th</sup>  
**SUMMIT** ANNIVERSARY

BROUGHT TO YOU BY

Printing Impressions In-plant Impressions