

Production Print News from Your Production Print Specialist



MESSAGE FROM THE VP – CARL JOACHIM

Ricoh's Production Printing Business Unit's (PPBG) mission is to offer you affordable, comprehensive print production solutions that help you build a successful business. And we have been busy doing just that with world-class production printers, in-line finishing, service and an ever-growing list of industry-leading software partnerships.

Along with products that deliver the best-in-class solutions, we are also helping many printers deliver more value to their customers. At our Smart Business Seminars, printers across the country are learning the latest in innovative solutions to maximize efficiency, productivity, and profitability. Our upcoming schedule includes sessions in Detroit and Houston. Ask your sales rep for details or visit our website at www.rioh.com/ppbg

We have also been participating in many industry events this year, including the Allegra Network Conference, NAPL Top Management Conference, PODI Application Forum, DRUPA and ON DEMAND. We are proud to announce Ricoh won *Best of Show* award at ON DEMAND for our fully automated in-line ring binding system. Look for us at the *American Printer Variables Conference* (July in Washington, DC) and the Sir Speedy and PIP International Vendor Show (July in Fort Lauderdale, FL).

Our goal is to provide the products, service, and support that exceed your expectations. I invite you to contact your Production Print Specialist to discuss how we might help strengthen your business. There is always better way. Thank you for letting PPBG work with you to discover it.

Visit www.riohgraphicarts.com/spring2008
to view the full articles in this newsletter.



Become a Business Growth Strategist!

By John Kaufman

Selling in today's market can be tough. You can't pick up the phone and ask if you can provide a quote on something. Those days are long gone. Selling in today's market is highly competitive. Customers have more choices when it comes to vendors. That's right, more choices. Even though commercial print space is shrinking, with more and more shops struggling to stay afloat, customers have more choices than ever before. The Internet has made our market a small and competitive world, and because of this you need to change your selling habits. And they are habits. It's time for you

to break from your traditional ways of selling, and really get to know the business of your customer and your customer's customer. You need to engage in the solution selling process. This takes more strategy, research and knowledge about your market, as well as your customer's market. This is vital because you are really selling to the industries with which your customers are engaged.

...article continued on the next page

You Invest in Ricoh, Ricoh Invests in You

Get a free copy of *Sea Change, A Story of Graphics and Communications in the 21st Century* (a \$30.00 value). Written by Larry Letteney, this fictional book tells the story of a third-generation printing company struggling to compete in an evolving and demanding business environment. Seen through the eyes of a sales veteran, the text captures the essence of an industry that seeks to evolve from a price-driven business into one of unique value creation.



Go to www.riohgraphicarts.com/spring2008 to request your copy.

Also in this Issue:
**Become a
Business Growth
Strategist**

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BECOME A BUSINESS GROWTH STRATEGIST! *(from page 1)*

Does this sound familiar?

CUSTOMER: I need 500 of these. (Hands over disk.)

SALES: What is on the disk?

CUSTOMER: I am not sure. I think it is a PDF file. I just need 500 of these brochures.

SALES: When do you need them by?

CUSTOMER: As soon as possible, or at least half by tomorrow morning.

SALES: Do you want us to ship them or are you going to pick them up?

CUSTOMER: I'll pick them up.

Sales: Okay, let me write you a quote.

Once you have the disk in your hand, you are already losing money. The file is in the wrong format 80 percent of the time, and the disk often doesn't include the original files and EPS images. You have no idea that you just agreed to print a 50-page catalog produced in Excel. How are you going to make money doing that? If you run into this type of situation, you need to understand that not everyone is your customer. These one-and-done jobs are never profit makers, but profit breakers. You need customers who will help you achieve and sustain profit and growth. You need devoted customers who understand the value you bring to the table.

Instead of wasting resources on these one-and-done jobs, you should concentrate on helping your customers develop a Web-templated storefront that adds value for you both. You will then own the file, and the system you built will create print-ready files that you can profitably produce. Also, it holds true that if you own the data you own the customer as well. Statistics show that 80 percent of the money you make on each job comes before you print it, so stop selling printing!

Are your salespeople doing this?

CUSTOMER: I need 50 jump drives and 50 course books for my seminar next month.

SALES: I can get you those at a discounted price of let's say, 20 percent off our catalog price for the jump drives, and 10 percent off the printed books if you use our house stock.

CUSTOMER: Okay, that sounds great. Can you ship them to the convention center?

Sales: Yes, we can. We can have them delivered to the room. Will you need a flip chart, markers, and note pads for your attendees?

Did you solve a problem? Did you add value?

How much more effective would it have been if the salesperson had responded: "I can help you sell even more jump drives and course books by driving more people to your seminars, and here is how I can help you do that..."

That is the customer's true problem. It's not the printing, distributing and designing. It is the need for more revenue, and that means filling the seats. Start seeing your customer's business as your own, and then you will become a business growth strategist.

Selling Value vs. Price

Find the customer's true problem, help them solve it and you will earn that customer's respect and loyalty. The dilemma is how to find the customer's true problem. You need to ask the right questions, listen, and take copious notes. It's important to do your research before contacting the customer, so you know the questions to ask. Go to their website, Google them, read their press releases, call up your customer's customers and learn their pain points. All of this information will prepare you for a successful meeting and your customer will feel confident that you understand their business.

It boils down to the same thing in all industries: you need to help the other guy get what he wants (i.e. recognition, and more revenue), to get what you want. The next time you meet with your customer, ask the person across the desk, "What do you want? What results do you need to make a difference in your position at this company?" You may be surprised at the responses you get; but if you make them feel safe in this economy, strengthen or even save their job, and help them generate more revenue, you will have added value and you will have a loyal customer.

Become a business growth strategist!

John Kaufman

Segment Marketing Manager

Ricoh Americas Corp.

An expert in production printing environments and solutions, John Kaufman is responsible for Graphic Arts Marketing for Ricoh Americas' Production Printing Business Group. He brings 20 years of digital product solutions, application development and industry marketing experience to this assignment. John can be reached at john.kaufman@ricoh-usa.com or at 815-210-8815.

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Last in our series, *The Evolution of a Print Shop*

Don't Let Your Profits Become Extinct

Many printers may find themselves at the lower end of the evolutionary scale when it comes to margins and profits. Take a look at the evolution pyramid contained in this article to find out where you currently stand. Are you a dinosaur when it comes to profits? This pyramid will also tell you how you interact with your customers by the services you provide.



Evolving your company can be a difficult process and not just for your sales staff. The CEO, marketing, production, and shipping departments must buy into the new direction to make the transition successful. Learn more about what it takes to evolve and where you need to be to achieve new business growth.

Go online to www.ricohgraphicarts.com/spring2008 to read the full article.

RICOH IN THE NEWS

RICOH Pro C900s Shown at Drupa

New digital color printers deliver quality color printing at an unprecedented value.

Go to www.ricohgraphicarts.com/spring2008 to read the news release.

Ricoh in the Green

Recently Ricoh has been in the news for our sustainability initiatives. On May 11-16 we awarded a \$25,000 Ricoh Sustainability Development Award (RSDA) scholarship at the annual Intel International Science and Engineering Fair in Atlanta, GA. On April 8, we were the presenting sponsor of Newsweek's Second Annual Global Environment and Leadership Conference at Georgetown University. And on April 22, Ricoh Americas Corporation contributed \$10,000 to the National Forest Foundation for post-fire restoration in California.

This is nothing new for a company that was awarded the 2003 World Environment Center's Gold Medal for International Corporate Achievement in Sustainable Development and that has been named by the World Economic Forum as One of the Global 100 Most Sustainable Corporations in the World for three consecutive years (2005-2007).

Go to www.ricohgraphicarts.com/spring2008 to read the most recent sustainability news from Ricoh.

PARTNER CORNER



Stop Wringing Your Hands over Ring Binding

Finally, a production print vendor has integrated a ring binding system that punches and ring binds documents in-line with their production printers. In-line punches have existed for years, saving on paper costs, but the actual binding has still remained a labor-intensive and error-prone operation.

The new RB5000 collates, punches and ring binds booklets up to 100 pages in-line on Ricoh's new Pro Series production systems. Collation errors are eliminated, labor time is reduced, and finished documents lay flatter than other in-line binding methods.

For more information call <<RepName>> at <<RepPhone>> and go online to read the press release, including how this won the OnDemand Best in Show award on the Bindery/Finishing/Mailing Equipment category.



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UPCOMING EVENTS



August 20 – Detroit, MI
September 17 – Houston, TX

www.ricohsmartbusiness.com

Ricoh Smart Business Seminars

Six Main Pillars for Developing Successful

Value-Based Pricing

Do you know when and how to talk price? How to capture the value in non-print services?

Attend an upcoming session to learn the six best practices for creating successful, profitable engagements.



American Printer Variables Conference

Celebrating its sixth year, American Printer's VARIABLES 2008 is designed to help you run a profitable and successful variable-data printing operation and will focus on the latest business and technical issues involved in variable-data printing.

Sir Speedy and PIP International Vendor Show

Leading companies in the printing, document solutions and graphic arts supply industries will exhibit in more than 100 booths across 50,000 square feet of exhibit space at the Annual Sir Speedy and PIP International Convention and Vendor Show at the Westin Diplomat in Fort Lauderdale, Florida, July 9-13. Major industry suppliers come to this annual event to exhibit their products to one of the world's largest franchise organizations in the quick printing industry.

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