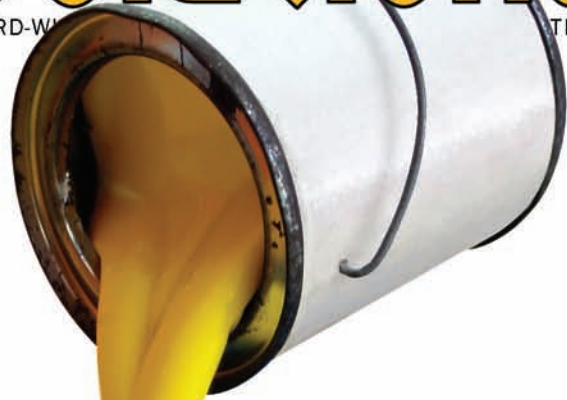


PrintSolutions

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AWARD-WINNING

ENTRY



**The
Top 100
Trade
Printers**

Print Solutions Conference & Expo, Baltimore

Charm City hosts PSDA education programs aimed at redefining print industry roles.

Jeffrey Hayzlett recalls sitting on an airplane with a 25-year-old a few years ago when he was on his way to start his new job as chief marketing officer for Eastman Kodak. Hayzlett was thrilled by the challenges he faced. Kodak had missed opportunities to capitalize on new technologies, including digital print and imaging. Profits were falling and customers associated camera film with Kodak's brand.

The woman sitting beside Hayzlett was chatty, he recalled during his keynote address at May's 2010 Print Solutions Conference & Expo in Baltimore. When she stopped talking and finally asked Hayzlett what he did, he was proud to tell her: "I'm the chief marketing officer at Kodak."

She paused and asked, "What's Kodak?"

Hayzlett was shocked. "That was when I knew we needed to reinvent ourselves and do something new to keep up with the changing times," he said. "We needed to change, or the company was going to die."

Owners and executives listen as Peter Winters and Dale Rothenberger of The Winters Group discuss the role of the CMO and marketing services provider.



PSDA President George Crump chats with Keynoter Jeff Hayzlett before he takes the stage to speak to hundreds of attendees.



The same attitude was present at Print Solutions in Baltimore. This year's show focused on the industry's need for transformation, from repositioning distributorships in the marketing services arena, to riding the digital wave by learning about technological advances such as QR codes and social media. More than 180 companies exhibited their product capabilities at more than 230 booths on the show

floor. A total of 1,227 attendees visited Print Solutions with hopes of learning how their companies can adapt in an ever-changing industry.

John Gadd, president and CEO of flozio.com, Cleveland, a web-to-print software company and new PSDA member, attended Print Solutions for the first time this year. "It's been great to talk to prospective clients and get a better feel for what distributors are

looking for," Gadd said as he walked the show floor. "I've received a lot of feedback that will really drive our next phases of development." Some distributors Gadd met made suggestions for how flozio's software could better benefit them. He said, "This real, honest feedback means we will be better suited for the distributor market."

Director of Value-Added Services at Regency Office Products, Raleigh, N.C., Pete Redondo brought 33 Regency employees to the show this year. "We used the show as a backdrop for our bi-annual national sales meeting, so we came into town on Sunday and stayed until Thursday afternoon," Redondo said. Both the meeting and the show were very productive for his team. "It was an opportunity for some of our recent hires to get exposed to what being a distributor is all about, to build on existing vendor relationships and hopefully develop some new ones," he added.

The Next Competitive Edge in Selling is Learning

On Monday, May 24, Director of Sales Training Drivers at the American Society of Training and Development Brian Lambert and President of Sales Autopsy Inc. Dan Seidman presented an all-day Sales Certificate Program based on Lambert's book "10 Steps to Successful Sales" to a crowded room of salespeople. The workshop was lively and interactive. Attendees often worked in groups to address sales issues and reach successful solutions.

Classic Forms & Products Inc. Sales Rep John Worthington has been in the print industry only 18 months, and he attended the show for the first time this year. The sales program was his first formal sales training class. "I really enjoyed the group interaction and being able to talk with peers throughout the industry," he said. "Being able to establish relationships and talk to them outside of a professional environment was really enjoyable. Many have already reached out to help me succeed since I am a beginner in the industry."

Attendees represented a mix of young and seasoned sales reps; the collective years of sales experience in the room equaled 1,515. Joshua White is a support services specialist at Pennsylvania-based distributorship Consolidated Graphic Communications. His company sent 15 sales reps to the program. White says seeing the youth and enthusiasm in the session was very encouraging. "It makes me think this industry can grow with youth and new ideas, and effectively use emerging technology," he said.

Lambert opened the session by saying "the next competitive edge in selling is learning." The sales session challenged attendees to define their strengths and weaknesses, and learn new techniques to build their sales competencies. While presenting how sales reps should sell value to their clients, Seidman suggested they apply the 'to and away' technique, which meant determining whether customers move *to* new ideas or *away* from them. Seidman said it's important to find out which customer you're dealing with and create a sales plan that focuses on helping the buyer quantify a decision ('to' buyers) or focus on problems they want to avoid ('away' buyers). "The best thing I took away from the sales program was that there are 'to' and 'away' customers," White said. "As a salesperson, you must design programs and ask questions for each buyer type."

In a room full of sales reps, rejection is nothing new. As a group, attendees discussed the top objections they hear from prospects: "Your price is too high;" "I'm happy with my current provider;" "I need to discuss this with my boss;" "Send me more information;" and calls going to voicemail. Working in teams, attendees discussed solutions to such problems:

- "You can't live on low price if your customers are always buying low," one attendee said. "Decide whether you want to deal with that low price competitor, then move on."

- Refuse to send information because you work on the premise that you help customers based on their spe-



Conference attendees prepare for the Sales Certificate Program led by Brian Lambert of the American Society for Training and Development and Dan Seidman of Sales Autopsy Inc.



Regency Office Products brought 33 employees to this year's Print Solutions. Here, part of the team celebrates at Tuesday's evening reception sponsored by Boise, e-Quantum and Strata-Tac.

cific needs, which means you need to meet to discuss them. "Be professional," Seidman said. "Assume your time is just as valuable. You're not begging for business. You're dealing with a peer."

- "Leave voicemail messages that say you're going to stop by at a certain time, and if that's not a good time, please call and reschedule," one attendee said. "This way, the customer will have to see you regardless." Seidman added, "If someone is not responding, then that's resistance. I suggest leaving a message with the top three problems you saw for an existing client, then ask which one is that person's biggest challenge."

Seidman added that rejection is part of the business, and it's important not to get hung up on it. "Shame on us if we get shocked by rejection or resistance," he said. "Instead, we should be prepared." Before closing the program, Seidman unleashed his last-chance question for the most resistant customer: "It sounds like there is no circumstance under which you'd ever do business with me?" He added, "When nothing else works, the resistant person will disagree with you. And, when they do, ask them how, when and what you can do to make them work with you."