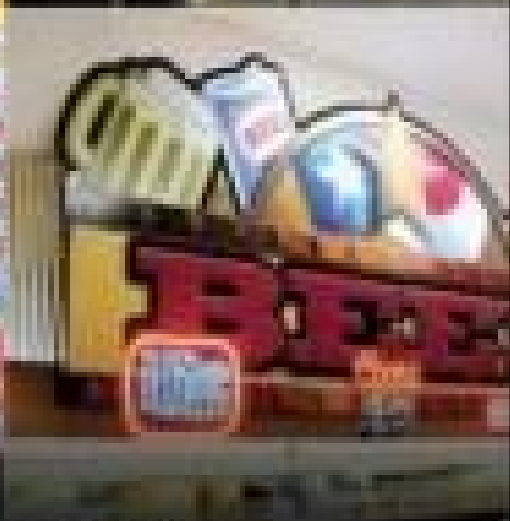
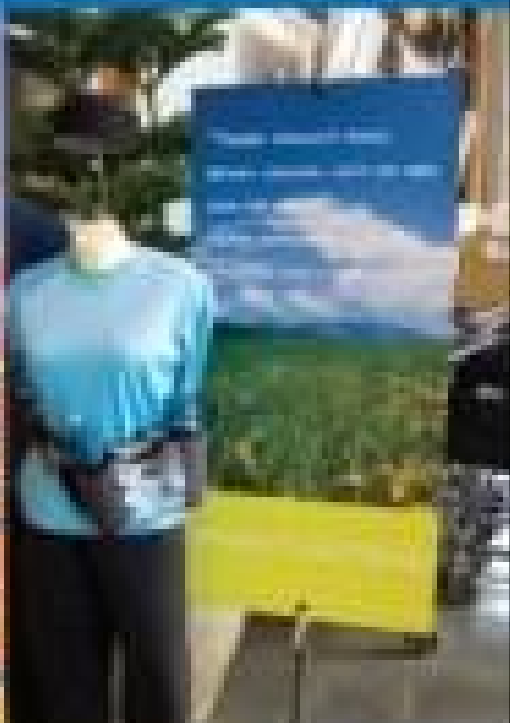


How to Sell Large-Format Printing to Retail



Banners, Posters, Signs, Floor Graphics, POP and More

Peter E. Eboer

Specialty Graphic Imaging Association

SGIA

How to sell
Large Format Printing to

Retail

Banners, Posters, Signs, Floor Graphics, POPs

PETER E. EBNER

About the author

Peter E. Ebner is an accomplished author, speaker, sales trainer and marketing consultant. He presents more than 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly and his sales training manuals and audio programs are already being used by thousands of print salespeople to increase sales. But what makes this book so effective is extensive hands-on experience in the industry. It not only reflects his personal experience selling printing, but also the experience of the thousands of successful salespeople he has trained. In other words, he knows firsthand the challenges you face selling printing. There is no theory here, just proven and tested techniques that are guaranteed to help you land more jobs.

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Introduction

Everyone in print sales knows that the industry has changed. The good old days when growing your sales was as easy as making some cold calls are all but dead and gone. Getting an appointment with a decision maker at a new account is more difficult than ever; most decision makers keep their voice mail on 24/7. When you leave a message, they don't return the call, and when you finally get through the standard response is, *I'm not interested. I'm happy with my printer. or Send me some literature.* And even if you're fortunate enough to overcome the prospecting challenge and meet with a new prospect, you're still a long way from landing a job; after all, what have you got to offer that the prospect can't get from a dozen other printers? How will you differentiate your services?

Telling the prospect about your great quality, outstanding service and fast delivery certainly won't pique his interest, nor will it land a job — every printer offers great quality, outstanding service and fast delivery. And attempting to land a new account by offering a very low price won't get you much further. First of all, no matter how much you discount, it's unlikely that your quote will be the lowest because there's always someone willing to print the same job for less. And even if you did submit the lowest quote, there's still no guarantee that you'll get the job. Why should a prospect endure the inconvenience and risk of changing suppliers when all he needs to do is show your low quote to his present supplier and he will match it?

How to grow your sales in this challenging market?

Although the marketplace has changed, there is no shortage of opportunity; it's just that to be successful in today's competitive business environment you need to take a different approach to print sales. You need to [replace the old sales model that is built on the misguided belief that large format printing can be sold with a new model that accepts the fact that nobody wants signs, banners, posters or vehicle graphics.](#)



Everyone offers great quality, fast delivery and competitive prices.

