

npsoa magazine

Now More Than Ever!

Well, we are now in month 8 of the pandemic and there is no end in sight. What we hoped would be a short-lived inconvenience is now our new normal.

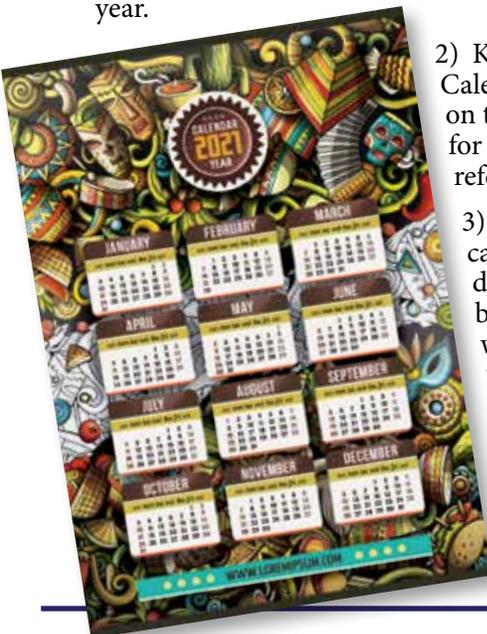
Who would have thought that connecting with customers would be so difficult, that sales calls are almost impossible, and even knowing where your contacts are located is literally a shot in the dark (like where might you send a sample?)

Which brings us to the year-end planning process. And this means developing one strategy for your company and another one on how to advise your clients.

Your company:

For years we have sent out branded calendars:

- 1) A wall calendar that has 14 months. Starts in December and goes through January. This way the client can start using it in December (which makes mine better than anyone else's) and with January, they can use it for planning into the next year.



- 2) Keyboard Calendar. Goes on the keyboard for easy date references
- 3) Blotter calendar for their desk. Again, branded and with lots of useful space.

What these all have in common? They are keepers!

They are a useful item that have a high probability of someone actually wanting to keep it!

Note pads are another item we do plenty of. And in different sizes. Our pads have a grid pattern a ¼ inch non repro blue grid on them. People love the box format as they can draw images to scale, make lists or doodle in an organized fashion. So they are different than “regular” notepads.

And for these items, I know that we are being kept and used, since we get calls from clients to get the new calendars, get more pads and frequently requests for additional pieces since their staff want them for their work spaces.

Your clients:

So how do you leverage useful give-away's for your clients?

First of all, you need to look at your client list and see who has ordered year end product in the past. That gives you an easy opening to ask, “given the pandemic, what are you going to do for your clients this year”? What does the distribution process look like for them?

The point is to get your clients thinking about how they are going to deal with the newest normal. It might mean some fulfillment opportunities as they might want to mail to their customer's home/home office instead of the regular office. Get them thinking and have answers!

For clients who have not done year end touch's, this is an opportunity to create some demand.



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Again, start that conversation!

What kind of lasting products are relevant in their world.

Something to be on their desk?

A piece of clothing (with a logo) or logoed socks?

A useful item for the kitchen? (Kitchen items have amazing longevity)

The list can be endless, but the goal is focused. Something that the recipient will keep, use, and think of the giver (your client).

I like to look at product and have ideas of what I would use, what I have on my desk, what I want!! Be prepared and be innovative.

I have one client that gives clothing or other like items each year. I have a vest (in my office and I wear it when it gets cold) a back pack, a fold up 32 degree travel vest for the airplane, a very nice umbrella. He has been successful in keeping his business in my view year after year.

If you are successful, you not only will help your clients out, but you may end up with additional business over and above that Christmas card order!

Gerry Engelhart is the Head Coach/Chief Problem Solver of Porath Business Services in Cleveland Ohio. A 30-year veteran of the printing industry, his company specializes in commercial print, print automation (portals), mailing and marketing services.

We Are Looking for Print & Sign Shop Owners Who Would Like to Tell Us Their Story!

We want to know what is making you successful and would like you to share with the other print owners. Are you celebrating a milestone in your business, we want to hear! Do you have something special that you do (like the samples from our **One Minute Spotlight** at the conference) that you would like to share with others to help them?

*Please send all comments and suggestions or stories to
CommunicationDirector@printowners.org*

The image is a promotional graphic for Porath Business Services. It features a black background with colorful geometric shapes in green, purple, blue, and red. The logo consists of a colorful swirl above the word "Porath" in a large, white, sans-serif font, with "BUSINESS SERVICES" in a smaller font below it. Below the logo, the text "MARKET | COMMUNICATE | PROMOTE" is displayed. The website "www.porathprintsource.com" and phone number "216.626.0060" are listed. At the bottom, there are three circular icons for Facebook, Twitter, and LinkedIn.