



Ink: Queries

Abbotsford Printing Inc.
Your Print & Design Studio



Be My Guest

► Sales advisors are approaching their clients differently today. They are now seeing their clients more as GUESTS, which has been the norm in the hospitality industry for decades. Many restaurant chains as well as car dealerships and airlines have even taken to using this term.

A simple word like “guest” versus “customer” can make a dramatic difference in the way we perceive the people who pay our salaries. A customer is someone who makes a purchase. A guest, on the other hand, is someone we welcome with open arms and look forward to interacting with. A guest is more of a friend, someone we will treat with dignity and respect.

I’m not suggesting that you immediately begin calling all of your customer’s guests: However I would like you to think of these sales steps in your model of selling.

Greet your customer.

Uncover the customers’ needs.

Explain your product or service.

Solve their objections.

Tell them to buy.

Many sales-based organizations have their own sales structure. This GUEST model, I am suggesting is designed to fit into most sales cycles. These simple steps are key components to all successful selling. The majority of sales advisors don’t follow any structured process, preferring to allow the sale to flow naturally. I’ve heard objections, excuses, justifications and rationalizations for this, such as:

- “You can’t follow a structured process.”
- “Customers just take control of the sales process.”
- “It takes too long to go through a process like this.”
- “I’m too busy.”
- “I’ve done it my way for years and I’ve been successful.”

The list could go on and on. In fact, one can probably write a book just listing the excuses that people come up with. Here is the point. The GUEST process works. Ultimately, you need to take control of the sales process. If you don’t, the customer will, which is what, happens more often in all sales transactions.

News flash! People will not buy from a sales advisor they don’t trust, don’t like, or who doesn’t show confidence. I have known sales advisors with a tremendous amount of experience and knowledge who can’t close the number of sales they are entitled to because they try too hard.

Here’s a typical sales story. The customer is considering a particular product or service. The sales advisor launches into a canned pitch about the product. The customer asks some questions and expresses some objections. The sales advisor tries to overcome or defend the objections. The process ends with the customer saying, “I’ll think about it?” Why didn’t the sales advisor get the sale? The reasons are simple.

- *The sales advisor did not ask the customer any questions.*
- *The sales advisor delivered a rehearsed presentation instead of focusing on the customer’s needs.*
- *The sales advisor did not gather sufficient information to overcome the customer’s objection.*
- *The sales advisor did not give the customer a reason to make the purchase!*

The GUEST approach of selling addresses each of these issues. The key is to concentrate on the process rather the outcome. If you work through each step instead of trying to close the sale you will increase your closing ratio. Too many sales advisors work hard to close a sale because they need to reach a certain level of sales to earn commission, management is hounding them to close a deal, or they haven’t reached their sales quota. The result is a desperate attempt to get the customer to part with their hard-earned money. These customers feel threatened, manipulated, coerced and often don’t make any purchase at all.

On the other hand if a sales advisor concentrates on the sales process, in a relaxed, comfortable manner, the customer will be more likely to buy.

During the sales process the average sales advisor spends the bulk of their time in a non-active, passive role – waiting for the customer to ask questions and responding to objections. It’s no wonder people aren’t anxious to make a purchase.

The GUEST model of selling suggests investing most of your time asking questions to learn as much about your customer as possible.

This enables you to then adapt your sales presentation to address what is important to each customer.

When done properly, this will eliminate many objections. Unfortunately, most sales advisors either don’t understand this or refuse to believe it. Most still feel that they have to skate quickly through the qualifying process to ensure they have enough time to deal with and overcome objections. Position your self and company as a problem-solver and solution-provider and your GUEST will follow you.

Stop treating your customers like a pay cheque and view them as GUESTS to your business. This may sound awkward and initially difficult to comprehend particularly if you have been accustomed to using aggressive selling tactics in order to close a sale. However, you will soon notice a difference in the way your customers respond to you. In return, they will be more willing to part with their hard earned money. ■





Heidelberg Speedmaster The latest addition to the AP team

There comes a time in the life of most businesses where a significant investment is made to expand its production, to increase quality and to make the most of the advances in technology. This is certainly true of Abbotsford Printing Inc. where we recently invested considerably in a Heidelberg Speedmaster SM74, 5 colour offset press. While we in the printing industry can marvel at its features, bells & whistles and capabilities... the questions have been asked of me by various clients, "How does this upgrade of your printing equipment benefit me, the customer?"

Below in a Q&A format some of those questions have been tackled, hopefully in a language that will enable you to see the benefits of this new equipment and how it will help you with your printing requirements.

What will this press enable Abbotsford Printing Inc. to do that it couldn't do before?

Due to its larger press sheet size (20" x 29" compared to 14" x 20" on our other full colour press) we are able to use larger paper sizes and therefore print more finished pieces on a single sheet of paper. This reduces the time it takes to print a job, and as printing presses are charged by the hour. It is beneficial on larger quantity runs also, as the time (hence cost) to print the job is reduced.

Will there be a noticeable difference in print quality?

Due to its digital based components, the settings of any particular job can be stored and monitored in its computer, so that consistency of colour and quality can be monitored from not only the start to the end of a job, but from the initial printing and the repeat printing of a job in six months or a years time.

Also, in printing, an image is made up of a series of dots. A photo on your computer screen will have 72 dots per inch (dpi). Colour printing consists of 200 - 300 dpi. Each dot is susceptible to what is known as "dot gain" where the ink bleeds outside of the perimeter of the dot. "So what", I hear you say! Well this dot gain causes an image to not appear as clean or sharp as it could. The Heidelberg Speedmaster has superior dot gain control so that each image produced is crisp and sharp looking.

I thought colour printing used 4 colours –cyan, magenta, yellow and black.

What purpose does "5 colours" serve?

Colour printing is consisted of the 4 "process" colours. The 5th unit on our press enables us to add an extra component to the job ie: a varnish or a spot colour at the same time as the printing of the piece. An example of this process is being used on the cover of this newsletter. Previously varnish or spot colour would have to be added during a 2nd pass through the press adding additional time and expense to the job.

Will there be a noticeable difference in our prices?

The Heidelberg Speedmaster gives us the quality, consistency and capability to handle larger runs and jobs where colour, registration and other intricacies of printing are of utmost importance. This is where the price benefits will be noticeable. On other full colour work that you may have had printed at AP before, you may not notice a difference in price if we run it now on our new press but the quality and consistency of the printed piece should be noticeable.

We are delighted to be able to offer tours of Abbotsford Printing, to see the life cycle of a printing job – from conception to completion, all under one roof! Please contact the office at 604.850.2777 or your sales rep to set up an appointment. ■

AP goes GREENER

At Abbotsford Printing we are committed to our environment. In the past few years we have added 2 large waste bins that take all our recyclable paper waste off to be reused in the paper industry as "Post Consumer Waste". Previously we used "cloth rags" for cleaning our presses. These were washed in strong chemical baths to remove all inks and solvents then returned to us to reuse, hopefully not receiving any rags from machine shops containing any metal shavings that may damage our presses. We have since changed to a Kimberly Clark product called "Wypall, Workhorse X70". It is a recycled cloth product that is totally free from any foreign material that may damage our presses and are completely recyclable after absorbing our vegetable based inks and "California Wash" solvents (one of the most environmentally friendly solvents on the market).

In addition, we have removed all chemicals and film product used in the preparation of our printing plates. In August 2006, we purchased a laser plate imager that completely eliminates the need for any film or chemicals in our shop. It laser images the plate with the image to be printed on press. All that is needed is a finishing process (Gum Arabic), and the plate is ready for press. All of our non-reusable plates are completely recycled to an aluminium recycling facility. The newest member of our family, our new Heidelberg SM74 5 colour offset press, also helps by making the setup of our jobs easier, eliminating the amount of paper needed to get the job up and running.

If we all do our part to conserve & protect our environment, our children will be able to enjoy the nature God has blessed us with, for many more years.

Bob Dyck

President

Abbotsford Printing Inc. ■

Tech Tip

Abbotsford Printing Inc. now supports AutoCAD file formats! All draftspeople, architects and anyone else utilizing the popular drafting software are now welcome to bring your electronic files down to AP for large format prints. File formats now supported: DWG & DXF

Easy File Transfer

▶ A new link at www.abbotsfordprinting.com allows you to upload your files directly to Abbotsford Printing Inc. When your files are too large to email, generally more than 5 MB, they can jam up the system or even be rejected by your email provider. To solve this problem we have now implemented a browser based web uploader which allows you to send us your large files. No additional software is needed.

Here's how:

- (1) Go to www.abbotsfordprinting.com and click on the **file uploader** link.
- (2) You will be prompted for a user name and password. To gain access use **filetransfer** as the user and **transfer** as the password.
- (3) Click on the **to_abbprint** folder.



- (4) In the top menu bar click **Crush Uploader** to upload your files. This supports drag and drop as well as copy and paste so you can easily send files. If you are uploading a folder with multiple files, use the .zip option to automatically compress on the fly in just a matter of seconds.

The Abbotsford Printing Uploader also supports resume uploads. So if a transfer fails in the middle, it will attempt to restart where it left off. Or if you close your browser and re-open it, it can still resume from where it left off. Resume uploads are also supported on items that are being zipped automatically.

If you require further assistance feel free to call one of our helpful staff members at 604.850.2777. ■

Abbotsford Printing Inc. is proud to introduce the newest member of their team. Mark Dyck, son of owners Bob & Dorothy Dyck, brings a broad spectrum of service experience and technical knowledge to Abbotsford Printing. Mark has worked for AP during summer breaks in the past and now has come on board in a permanent position. In the first few months that Mark has been on board, he has already implemented our "KeyCustomer" program. This is an internet based system that will allow our clients to place orders, check proofs, check job status and review their order history online. All of us at AP welcome Mark to the team and look forward to an exciting future with him on staff.

May is blooming with colour!

All **full colour** orders placed in the month of May will be eligible to **receive 25% off** our standard pricing.

Experience our quality first hand and enjoy the savings you will receive!

Call 604.850.2777 to place your order.

Cannot be combined or exchanged for any other discounts already in place. Expires May 31, 2007



Abbotsford Printing Inc.
Your Print & Design Studio

Tel: 604.850.2777
Fax: 604.850.0301
TF: 1.888.436.5677

#6-34346 Manufacturers Way
Abbotsford, BC V2S 7M1
info@abbotsfordprinting.com

www.abbotsfordprinting.com

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Publisher

Robert V. Dyck

bob@abbotsfordprinting.com

Creative Studio

Sara Elias

Geoff Fraser

Richard Hoekstra

graphics@abbotsfordprinting.com

Editor

David L. Gobin

david@abbotsfordprinting.com

Circulation

David L. Gobin

To receive this newsletter as an e-mail please submit your request to david@abbotsfordprinting.com