

SALES POWER HOUR WITH INDUSTRY LEGENDS:

Secrets Shared to Help you Transform your Business & Sales Strategy



Bill Gillespie
Print Sales Icon



David Rosendahl
MindFire, Inc.



Peter Almqvist
Advantage Color Graphics

9th June 2023
9am PT / 12pm ET



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Why?

Top Inhibitors to Sales:

1. Legacy sales teams
2. Not enough training or coaching
3. Scared to bring new ideas to the table
4. Many print reps take orders and actually have not introduced anything really new to their clients for years. This was all new ground.
5. Not having an SME on staff
6. Driving product adoption - Giving up too easily
7. No bandwidth to implement operationally

Your Journey as Our Client – We Make Sure You are Successful

Concierge Partner Program Roadmap



Selling Solutions vs. Print Only

\$20,000 Envelope Sales Call Turned into \$2,000,000 in Print

\$

Multilocation Lending Company

- Wanted a bid on envelopes.
- Why revealed operational struggles.
- What if got wheels and ideas turning.
- Millions in POS, collateral, envelopes and storage resulted.



Selling Solutions vs. Commodity

Selling Solutions

Legacy Sales

Your Questions

Give-A-Way

One Hour AI Training Session



Next Webinar

HOW LEADING COMPANIES ARE USING DATA-DRIVEN MARKETING



Frank Arostegui
EVP Sales & Marketing, American Litho, Inc.



Elly Chichester
Chief Marketing Officer, Allied Printing Co.



David Rosendahl
President, MindFire

Friday, June 23
8:30 am Pacific | 11:30 am Eastern

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Top Questions from You:

Embracing Technology and Sales Transformation

1. How can we provide information at the speed of need to sales professionals who have an overwhelming number of tools? (John Gonzales, Canon USA)
2. What are some effective strategies to encourage Account Executives who are not comfortable with new technology to embrace these solutions? (Dina Kessler, Kessler Creative)
3. How can we overcome the challenge of being more expensive than traditional direct mail while demonstrating the higher value brought by data? (Sarah May, Smart Market)

Selling and Presenting Solutions

1. What is the number-one strategy for securing appointments with "C" level decision-makers in enterprise accounts? (Joe Manos)
2. How can we get the attention, interest, conviction, irresistible desire, and close from VITO (Very Important Top Officer) when presenting our solution? (Robert Bosley, Fusion Corporate Services, Inc.)
3. At what level in a client's company should we present the advantages of our services to have the greatest impact? (George Platt, GHP Media Inc.)
4. How can we shorten the selling cycle and expedite the conversion of prospects into customers? (Sandy Foster, DCC)
5. How can we navigate objections to multi-channel marketing and effectively address them during the sales process? (Russ Louch, SnailWorks)

Understanding Macro Trends

1. What trends do you foresee in the print industry, and how can we adapt our sales approach accordingly? (Erik Nelson, HP)