

# Signage Selling Strategies

Thomas Giglio, July 2013

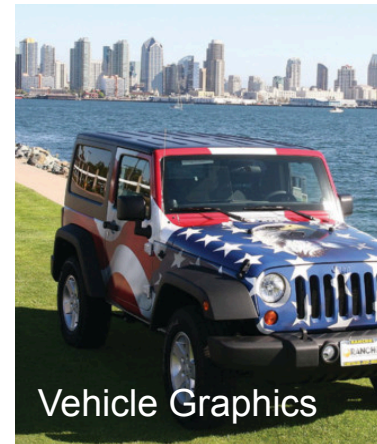
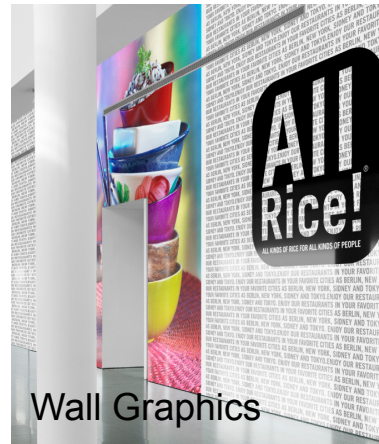


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# Question #1 What are we selling?



# We sell solutions!

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# Step one – align your verticals and applications

Not everybody is a right buyer for every product

Determine your verticals that exist both with your current customer base and also those you intend to focus sales efforts

Retail	Real estate/construction
Trade show / events	Commercial services
Restaurants	Healthcare
Hospitality	Ad agencies
Automotive	Marketing agencies
Education/schools	Etc
Industrial	Etc

Figure out your application mix – pick six or so applications that you can effectively sell to the verticals you have defined

Vehicle graphics	Fine art
Point of purchase graphics	Digital photo
Soft signage	Banners/signs
Wall coverings	Building wraps
Traffic signage	Transit signage
Wayfinding signage	Yard signs
	Environmental graphics



# Start the education process...

**Mission:** Put a stop to hearing “I didn’t know you did that?”

Substrates

Resolution

Warranty

Finishing

Hardware

Color mgmt.

Installation

Changeabilit

Laminates

- Educating a prospect/customer is an investment – in time, materials and patience
- The process never stops and everyone who touches the project continuously learns
- A better educated customer takes less of a toll on every aspect of your business



# Quotation verbage 101

## Yes, quotations are a part of the education/expectation process

- Signage buyers will feel more comfortable with a 'solutions' oriented quotation:
  - Less boilerplate from a traditional print job
  - Lots of focus on details, solutions-oriented
  - Helps you educate the buyer on materials, usage and expectation

### Traditional:

Qty. 50

Size: 24 x 36"

Stock: Carolina C2S

Colors: 4

Bindery: Cut to size

Price each: \$10.00

Total: \$500.00

Overrun +/- 10 percent

Terms: Net 30

FOB: Our dock

### Signage verbage:

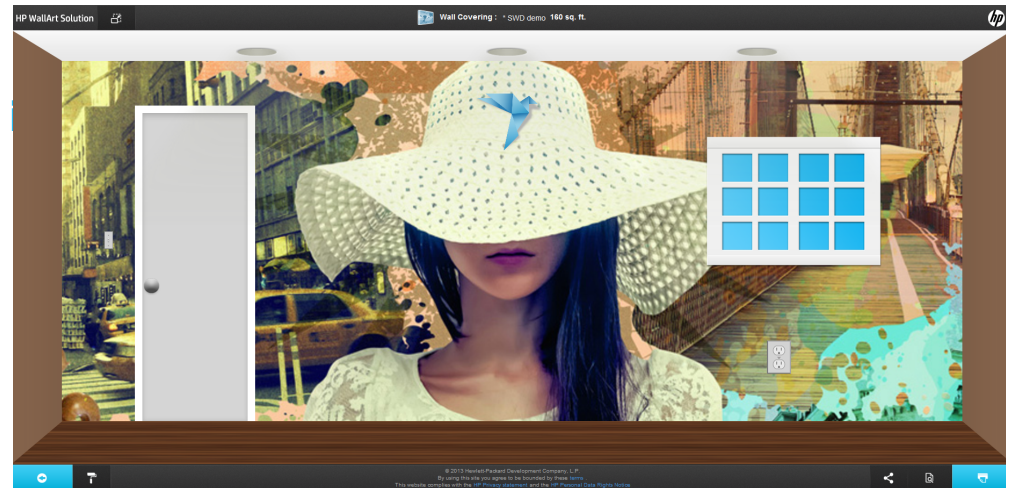
We will, from customer supplied disk file(s), print 50 posters, each to have a final size of 24 x 36-inches and trimmed flush. Posters will be printed in 4/c process to Carolina card stock using outdoor-durable latex inks. Price each is \$10.00/total of \$500.00. Terms are net 30 days and project is FOB our dock.

**Doesn't this statement above sound like a total solution?**



# Visualize

Help set the expectation... and exceed

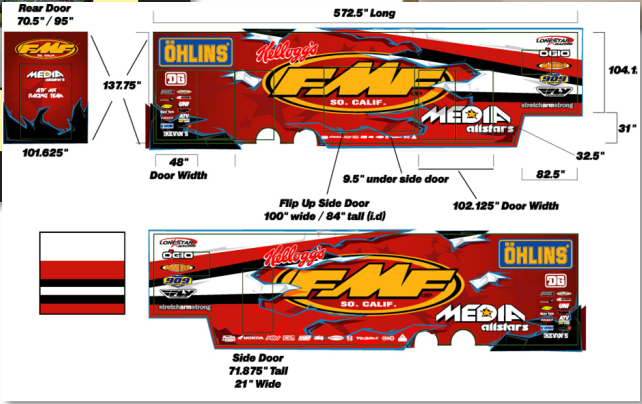
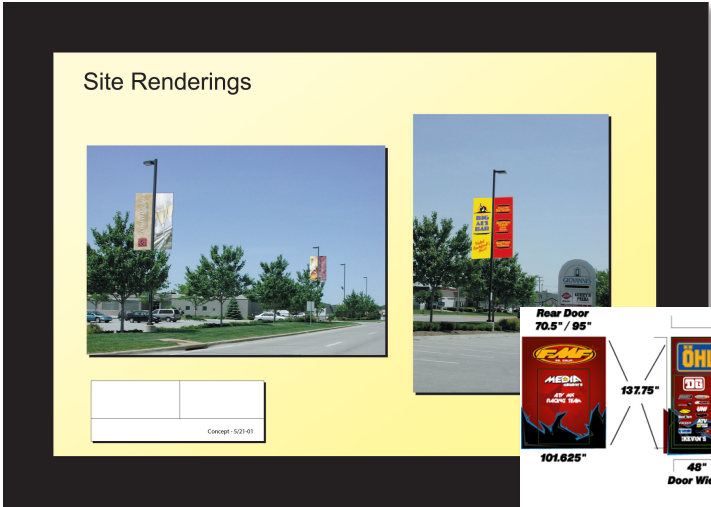


[www.hpwallart.com](http://www.hpwallart.com)

- Having a visual representation will help – a lot, especially if the customer has never done a project of that scale or scope
- Upfront work on comps helps sell jobs and also will build content for future sales/promotions on your microsite or Flickr Portfolio



# More visualization





# My Daughters Room: Posted on Facebook



# Instant Marketing and Buzz within Facebook

I was just designing my daughters custom wall paper. Got it printed up and hung it myself. Came out real nice, really matched her colors in the room.

**View the design I have created for my wall. Do you like it?**  
HP WallArt: Solution  
Now designing your walls is so easy!

Like · Comment · Unfollow Post · Share · Go to HP WallArt: Solution

Rosa Favela Naranjo, Roxanne R Enos, Marci Brogan-Bodnar and 3 others like this.

**David Favela** Thanks Carlos, I actually was on the team that developed this software. It's a lot of fun and easy to do. Hopefully will do a few more walls in my home. Really changes the feel of the space.  
8 hours ago · Like

**Marci Brogan-Bodnar** I love this. I want it for my daughters room too!! She would love it ❤️  
8 hours ago via mobile · Like

**Daniel Gebner** That's pretty sweet! Nice work man!  
6 hours ago · Like

**Rosa Favela Naranjo** Very cool! Sofi would like to be next! She wants Justin Bieber wallpaper! 😊... Lol!  
6 hours ago via mobile · Like

Write a comment...



# Know your materials and their uses

## And be able to explain their value proposition

- Separate materials into two or three categories (two shown here):
  - Core materials – everyday use – papers, PSA vinyls, banner vinyls, wallpaper, car
  - Specialty materials – perforated window film, polypropylenes, fabrics, wall coverings, reflective PSA vinyl
- Review materials with key manufacturers and suppliers:
  - Grimco, Prisco, Advantage Sign Supply, Pitman, Athens Paper and Montroy are FSI-preferred partners
  - HP, 3M, Avery, Korographics – among others – have field reps who can help educate your reps at sales meetings, for example
- Ensure that both sales and production have the a common understanding for materials and usage
- Share information (good/bad/ugly) about materials, processes, etc.
  - Joint sales/production meetings



# Become their “sign ‘go to’ person”

Leverage your knowledge and experience and stay in front of these buyers

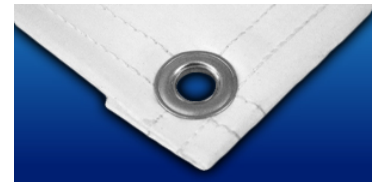
- Make sure you take advantage of manufacturer programs
  - HP Ecosolutions Partnership Program, for example
  - AgBB, Leed and Greenguard Gold certification
- Press releases can help keep awareness in the field
  - Especially with HP Latex “green” footprint, e.g. what is Greenguard?
- Use e-mails with videos of success stories, case studies – keep everyone up to date on what you’re doing
- Point customers to your signage microsite or Flickr Portfolio
- Keep samples fresh and exciting – pertinent to their core business if possible
  - Change-out every 6 mos. If possible – use as filler work in production slow periods
- Have a good referral network willing to give good references
- A well-executed lunch and learn will also help keep education momentum



# Be prepared for your sales call

Cover all of the bases, remain detail-oriented

- Make your 'kit' and always carry the following:
  - Tape measure – at least 30 foot. Remember you are in the **large format** business!
  - Digital camera – don't forget the extra batteries and memory card!
  - Magnetic tape measure for scale
  - PMS chart with Process equivalentents
  - Print samples:
    - Should be **yours** – not manufacturers – if possible
    - If printed, include your logo, phone number, product and gauge
  - "Bracket" your print samples – have good/better/best in each class if possible
  - Good to give options and alternatives
  - Details for finishing – grommet sizes/colors, hems/seams/pockets/gussets, etc.
  - Add-ons for suggestion selling – plastic framing, special packaging, etc.



# Thank you

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