

THE Rubicon Network

The following slide show was presented to Rubicon on 16th July 2013
by Marian Stefani of Flyte Associates





Bit about me!

- Started Calendar and Gift company 1995
- Commercial Digital Print 2000
- Home grown W2P
- Launched RedTie 2007
- Sold 2011
- Working as a consultant
- Spent the last 6 years with PSPs, helping them sell W2P to their clients



Questions?

- Where do we position ourselves as an industry?
- Are we really in decline?
- Are we still a relevant means of communication in 2013 and beyond?
- Why is the “added value” sell so hard?
- Who will survive change?
- Can we compete?



It used to be so easy!

- All we had to do was
 - Explain we gave a better service
 - Show the amazing quality
 - Invite him to play golf
 - And then...
 - Give a price
 - Give a discount
 - And match / beat the competitor price



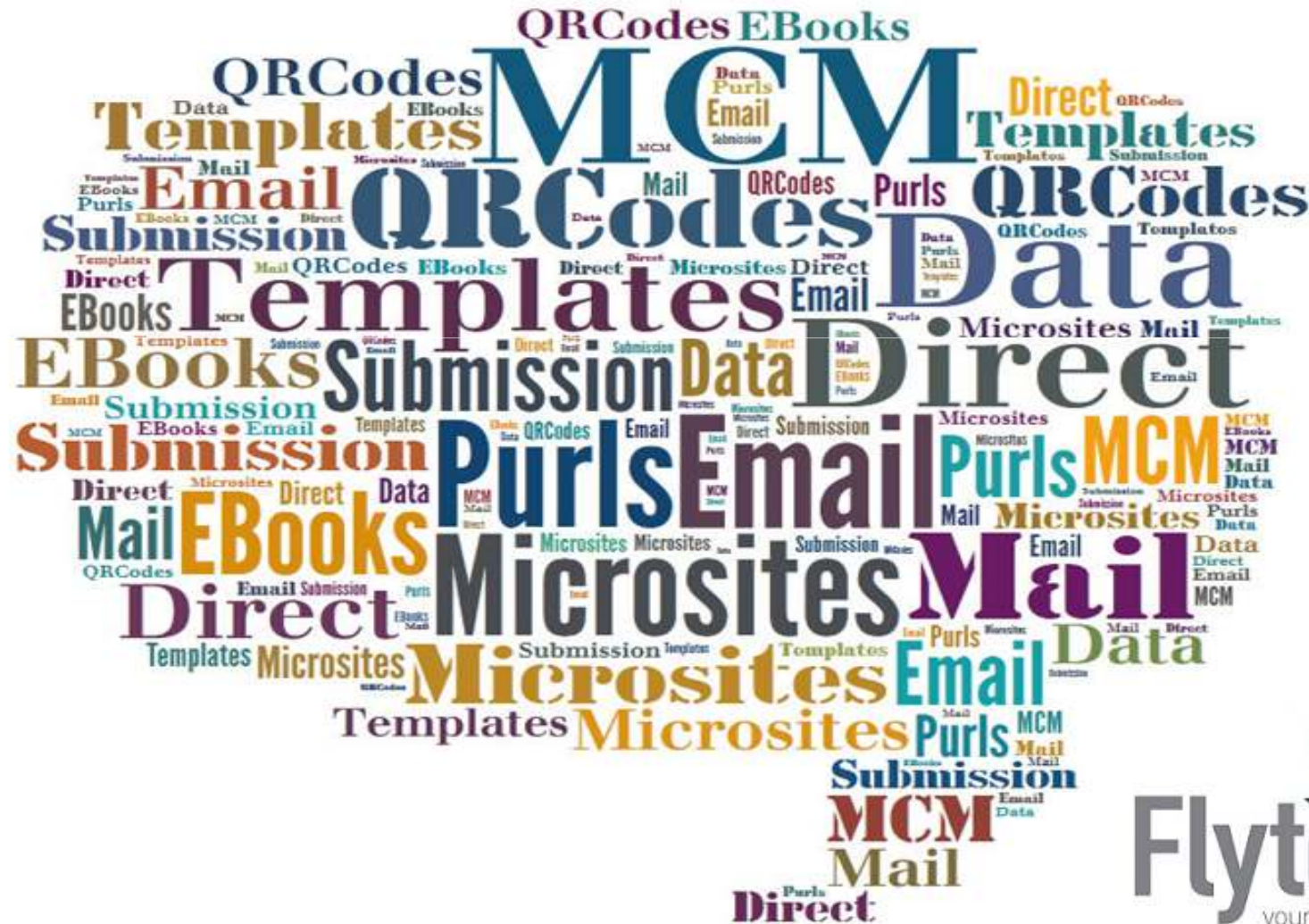
Not so easy now

- Different communication channels
- Customers budgets reduced
- Price is still a key driver
- ROI for marketing departments has to be proven
- She might not play golf?
 - The buyer has probably changed profile from a highly trained print professional to a marketing person
 - Often a younger woman



Additional value add services

- So much to offer



What do our customers say?

Survey of customer group

- 100% said print was still relevant
- 100% said price was very important in their buying decision – but not the only issue
- 80% said they would pay more if print delivered more business

So with customers who want to
buy added value and printers who
want to sell added value it should
be really easy!



Maybe this is the problem?

- 90% would not think to ask their printer about additional services
- 90% said they would not trust their printer to advise them about their Marketing
- 100% said their printer never came and told them about new services
- 100% had spoken to their printer within the last month



As an Industry

- Work out how we win new business
 - Make our core competencies relevant to the market
 - Understand what we can deliver
 - Understand how to charge
 - Learn how to communicate with our market
 - Learn how to sell
 - Learn how to compete and win



As an individual printer

- Customers need to have confidence that we can deliver their brand
- We have been delivering marketing for years
 - In print
 - Using data
- Get the story straight
 - Why we offer these services
 - Why should a customer use us to deliver
- Employ or train to deliver new methods
 - Bring in the skills to make us credible
 - But we are well capable of technical delivery
- Tell our customers and prospects !



Top 3 reasons printers don't make a success of W2P

- Really only one reason....
- All have the perfect excuse
 - Most blame the software
 - Never their fault



Type 1

“our customers wouldn’t use it”

- Yeah right of course...
- You have the only customers in the world who don’t use the internet!
 - Wonders why they are losing clients
 - Is usually selling on price
 - Archaic workflow
 - Older sales team
 - Lack of leadership/ marketing/etc



Type 1

- Never look outside the business
- Investment is usually in hardware
- They understand production led capacity investment
- Convinced the market is in decline
- Think if they wait it out it will get better
- Sometimes knows they have to change but has no idea where to start



Type 2

“I am going to become Moo or Moonpig”

- Yeah right of course...
- You have a £10million marketing budget
 - Often in the shit already
 - Looking for a quick fix
 - Got a mate to build the website
 - Blames them and the software when the idea doesn't take off

Type 2

- Probably looking for rescue
- Possibly a history of random investments
- Completely unrealistic
- No real strategy
- No idea of costs
- Would be too scared to face the real situation

Type 3

“our sales team are rubbish”

- My favourite...
- Bought the software and:
 - Sat it in the middle of a traditional litho business
 - No training, no marketing, no strategy
 - Blames the sales people
 - Blames the software
 - Blames the dog... or whoever else is about



Type 3

- Sales people have no training to sell and have no time to sell
- Management give the site builds to pre press who have no time
- Any sale is badly managed and does not meet customer expectations
- Does not understand the associated costs
 - People
 - Data
 - Marketing



Be aware

- Really understand the sale
 - What is the true benefit to the end customer
 - Not the same for everyone
 - Brand control
 - Reduced admin
 - Increased activity
- Train sales to spot a real opportunity
 - Don't waste time and effort on things that don't make money
- Understand the value of a system



Build a plan

- Plan the investment
 - Proper structured business plan including:
 - Cashflow – what it really costs
 - Marketing, sales and training
 - Production and capacity
 - Gap analysis
 - Analysis of the customer/prospect base
 - Step by step implementation and sales plan

Create a credible story

- Customers need to trust the printer with their brand
- Most printers have been delivering marketing for years
 - In print
 - Using data
- Employ or train to deliver new methods
- Win the trust of the customer
- Get their story straight
 - Why they offer these services
 - Why should a customer use them

Why bother?

- Printers have the relationship with the customer
- Huge opportunities exist
- End customers need these solutions
- Print sits right in the heart of Multi Channel Marketing
- Usually printer is technically able to manage delivery
 - Often not creative, planning or strategy
- Adds value to print and creates new revenue



How do Flyte do this?

- Program which covers
 - Analysis and business plan
 - Sales training to spot an opportunity
 - Building demo site
 - Supported sales and implementation plan
 - Includes a bespoke demo
 - Presentation
 - Costing and specification of final build
 - Project management to implement
- Marketing for the new services



SaaS

- Software as a Managed service
 - Sell the solution
 - Build the demo and proof of concept
 - Specify the solution
 - Build and implement it
 - Hand back to the printer to manage
 - Or not..
 - Take all initial resource needs away from the printer



SaaMs

- Software as a Managed service
 - Using Xmpie and a range of other products to give solutions that exactly fit the end customers requirements
 - Reduces cost of sale and of implementing a big project
 - Printer gets as involved as much or as little as his resource allows
 - ROI is easily established and recognised



What does this achieve?

- We make sure the printer is realistic and has a chance of success
- Take away the sale of the first few systems
- Ensure that the projects go smoothly
- Ensure they understand data and associated services
- Once they see revenue and extra pages the printer is often more willing to invest
- Hand over with a plan for the future



And finally if you think print is dead
because of the internet...

- [Sophie Cornish Holly Tucker -
notonthehighstreet.com Smarta video
interview - YouTube2.mp4](#)