Expanding Your Markets With Variable Data Printing (EYM–VDP)

Teaches sales and marketing professionals how to effectively market and deliver added-value services with their customers through variable data printing.

1 day class, 8 AM – 4:30 PM

Who Should Attend
Sales, marketing, management and owners of commercial printing companies, service bureaus, or other graphic arts establishments transitioning from basic digital applications into variable data markets.

Key Benefits
- Build higher profit volumes.
- Expand your customer base.
- Identify variable data markets and applications.
- Identify additional revenue opportunities.

You Will Learn
Selling Digital Printing
- What is consultative selling?
- Learn how variable data impacts Customer Relationship Management (CRM).
- Understand the role documents play in a customer’s business.
- Identify key questions to ask prospects for variable data print services.
- Learn how to become a partner of services not just a commodity printer.

The Power of Variable Data
- Understand how powerful variable data can be to influence buying decisions and to create customer loyalty.
- Differentiate various types of variable data printing, from simple to complex.
- Identify different kinds of variable data applications, from simple to complex.
- Discuss the powerful impact variable data printing has on marketing and direct mail campaigns.

Where are the Customers?
- Learn vertical and horizontal marketing techniques.
- Identify high potential industries, departments and key contacts to call on.
- Become aware of opportunities in both existing accounts and with new potential buyers.
- Discuss characteristics of variable data applications.

New Revenue Opportunities
- Identify new revenue opportunities that variable data can offer to the printing company and its sales staff.
- Gain the confidence needed to present new services.
- Identify the steps in a variable data solution.
- Discuss the importance of a database, the different types, their role, and challenges.

Critical Success Factors
- Make a plan for success.
- Identify your company’s capabilities and range of services.
- Understand and articulate what you’re selling.

Value Adds
- Exercises that help identify target accounts, key documents and vertical markets.
- Comprehensive training workbook with benchmark applications and case studies.
- Training facilitated by printing industry specialists.

$495.00 Per Person 8R12327
Call 1-800-445-5554 To Register Today!