



# — THE GREAT — RESTART

Strategies For Getting Back In Business And Going Forward.

## Sales Challenges and Opportunities

### **Video for sales is crucial in the Coronavirus economy.**

The videos don't have to be expensive, scripted or produced. Simple, genuine, human-centered webcam and smartphone videos are a transformative opportunity for connecting and communicating with your potential new customers in today's times. They're the next-best thing to being there in person, and they don't even have to be delivered on jump drive. Email is best due to the powerful analytics available.

- **Be Relatable.** Smile and relax. Let your unique personality come through. It's about connecting through the camera and, remember, you're answering our built-in social need for face-to-face human contact.
- **Lighting Matters.** Overhead lighting is the worst. Instead, invest in three soft light sources: two behind your webcam (one on the left and one on the right) and one right behind you. Then just shut off the overhead lights. You can spend less than \$200 and get what you need.
- **Get Personal.** Find ways to incorporate details about your prospect into your video, especially on the first still image your prospect sees before clicking on your video. Plant this personalization throughout the video with at least one of these moments at the beginning, one in the middle and one at the end to reward those who make it all the way through.
- **Be Conversational.** Don't read a script. Know what you want to say and deliver it as if you were sitting across the table from your prospect. It doesn't have to be perfect, but it needs to be authentic.
- **Brevity Matters.** Don't make your videos too long. Aim for somewhere between 30 and 60 seconds and make at least 75 percent of the video about them, not you. – *Leslie*

## Business Challenges and Opportunities

### THIS IS NOT THE RIGHT TIME TO BUY...

As you struggle to get sales back to normal, you may come to believe that moving into a new product may be useful. While that might very well be true, your likely cash position makes this an extremely poor time to buy equipment to produce that new product.

A better solution is to buy the work from another firm as this will eliminate the need for the expenditure for the equipment and also give you a chance to learn how to market and handle this new product. Later, if it works out, you can buy the equipment if you actually have the volume to support it. If you don't, you can continue to broker it or just drop the idea while avoiding a significant expenditure.

### TRY BROKERING

Most printers are used to concentrating on selling what they can produce in-house as their guiding principle is "keeping the presses busy." During the period of restart, this strategy can severely limit your options. Customers who you know and work with will likely have graphics related work that doesn't fit your presses, if you fail to take advantage of this you've missed the opportunity to increase your sales and strengthen the relationship.

This is the time when you can leverage your relationship with them by seeking out these projects and brokering them using your skills and graphics knowledge to help them plan and purchase these more effectively.

### HOW LONG DOES IT TAKE TO PRODUCE AN ESTIMATE?

Sales success is usually determined by "striking while the iron is hot." If it takes two or three days to produce a quote because the estimator is too busy or because they're trying to get it just right, we've probably blown our chance to get the order. Same day quotes should be the norm, but they won't happen unless we track it. Systematic reporting of quoting speed is an essential tool in getting more orders. Bear in mind that getting the order is more important than getting the "perfect" estimate. This was always true, but particularly now when getting an order is job one.



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