



Corporate Design
& Print Solutions



Success
on the
sales trail

PRINT SPEAK

PRINT TIPS

WIN AN IPOD NANO

Issue 1 • 2009

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contact

Success on the sales trail

Salespeople have not had the best reputation over the years for the professional and honest salesperson to stand-out from the crowd (and promotional material, of course).

"A successful salesperson is disciplined, not the cowboy type caricature that is often portrayed," says Brett Wilson-Leach, a sales consultant with the boutique Melbourne Real Estate firm Rand Corporation.

Wilson-Leach goes on to say that the most important part of a salesperson's communication armoury is the ability to listen. "Really good salespeople don't come across as a salesperson," he says. "Salespeople who talk over the top of customers or don't provide direct answers quickly lose the customers' respect and in most cases the sale."

The current economic climate has meant that salespeople across all industries have had to modify their approach.

In Australia, Wilson-Leach says that the current turmoil in world economic markets has reduced sales figures by as much as 30 per cent at the top-end of the real estate market. While he says the tightening of the market has made it more competitive for salespeople competing on the ground, he believes a good salesperson will still be able to carve out a niche for themselves regardless of the economic conditions.

"The good performers have a good attitude and keep doing the little things like talking to customers, refining their pitch and reviewing their business strategy on a regular basis," he says. "To be a successful salesperson in the long-term you also need to set yourself goals. Without goals a good salesperson will lose focus and become an average salesperson."

Top tips to increase your sales:

- 1 It is easier to sell to an existing customer than a new customer. Speak to Kwik Kopy about creating a direct mail campaign to your existing customers.
- 2 Focus on the benefit to your customers. The best headlines in marketing and sales pieces are those that promise a benefit to the reader.
- 3 Personalise your sales. Create customised material of your marketing of your marketing material to cater to special interests of your target audience.



5. However, this bad rap has created opportunities from the crowd (with a little help from marketing

Aaron Mailey is an account manager with News Limited owned media publication The Australian. He says the recent economic downturn has made the market more "short-term", but that a good salesperson will still be able to sell a good product.

"The financial crisis and the deteriorating economic climate have made it more challenging for us to grow our advertising revenue as compared to previous years," he says. "However, the fundamentals of building strong, long-lasting relationships have not changed and there are still opportunities within the online sector for us to grow our business."

The search of salespeople to find that extra edge in a tightening market has led to more and more professionals thinking outside the square.

The American sales expert Ari Galper advocates an "integrity in selling" approach, with its core message that you "don't have to manipulate to be successful". He believes that by focussing on a prospect's problems, the salesperson is selling from a position of "total integrity", which helps to create a "connection" with the prospect.

Aaron Mailey says honesty and integrity have always been the core components of a successful salesman over the long-term. "Relationships are the key in our business, and honesty and integrity are the keys to building strong, lasting relationships."

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4 Ask loyal customers for referrals. You may want to give a small gift (such as a branded mug, wine, etc) to any customer whose referral results in new sales.

5 Ask for the sale. Whether in person or through marketing and sales material always remember to ask for the sale.



Healthy Body, Healthy Profits

While it might seem strange that a boss would encourage staff to go to the gym at lunch or knock-off early a couple of times a week to pound the pavement, a smart boss knows that a healthy bottom line is closely correlated with a healthy workforce.

In Australia, studies have found that the cost of reduced productivity due to an unhealthy and unfit workforce is around \$2 billion. In response to such figures, large companies such as Coles have started a bike users group and improved showering and changing facilities to encourage staff to ride or jog to work in a bid to improve both the health of its staff and its profits.

With many other companies looking to introduce health programs or subsidise gym membership costs, the demand for personal trainers or fitness programs catering to the corporate sector has increased.

"Around 80 per cent of my business now comes through corporate groups," says the well known Sydney based personal trainer Dorian Ludru. His corporate client list includes Telstra, KPMG and PricewaterhouseCoopers, where employees often work long hours in a high-pressure environment.

"My clients tell me that they need a release, and by getting fitter they felt less stressed and have more energy at work."

Dorian tells the story of one partner at PwC who subsidised 10 members of his

team to join his classes, where work-outs include running, boxing and stretching and conditioning exercises.

Despite this, he believes the corporate culture still makes it hard for people to achieve a proper work-life balance.

"People regularly cancel after work sessions because they have to stay back and work longer," he says. "With the current financial crisis, I am getting more cancellations as people are under even more pressure to perform and feel they have to work longer."

The focus on a healthier workforce has caused companies to rethink their team building programmes to centre on more physical activity. Be Challenged provide corporate clients such as Westpac and Coca-Cola with team building activities that include a Human Scrabble game and constructing a Beach Olympics.

"With the recent economic downturn, firms are asking why they should outlay thousands of dollars for a big dinner with alcohol when that money could be spent doing something that is productive," says Kingsley Seale, a former personal trainer who joined Be Challenged two years ago. "While there has been a stigma associated with team-building type activities in the past, when times are tough firms need to justify how they spend their money, and this is increasingly being viewed as a better alternative to funding a big night out."

Supplying Artwork files

If you create your own artwork it must meet a number of print specifications to ensure it prints accurately and provides you with the result you require.

Artwork checklist – Is your file print ready?

Spell check and proofread your job	<input type="checkbox"/>
Document colour mode set to CMYK, including all images	<input type="checkbox"/>
Document is set up to the correct size	<input type="checkbox"/>
All images are 300dpi (high resolution)	<input type="checkbox"/>
Crop marks and fold marks are included	<input type="checkbox"/>
Line work has a resolution of 800-1200dpi	<input type="checkbox"/>
All fonts are supplied or have been converted to curves/outlines	<input type="checkbox"/>
Bleed is set to 3-5mm	<input type="checkbox"/>
If used, PMS colours are nominated	<input type="checkbox"/>
All images are embedded or links are supplied for non-PDF files	<input type="checkbox"/>

File Formats

While we generally accept a range of files created by the following software we do prefer PDF files.

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- MS Powerpoint
- MS Word
- MS Excel
- Corel Draw
- QuarkXpress
- EPS
- PDF
- TIFF

NB: not all centres accept the above file types. Please check with your centre first.

COMPETITION

Win a silver iPod Nano

For your chance to win an 8GB Silver iPod Nano let us know, in 25 words or less, your best sales technique.

Please email your answer, plus your full name, business name, address and contact phone number, along with the location of your local Kwik Kopy Centre to the following: contactnl@kwikkopy.com.au.

Entries close 27th Mar 2009.

CONGRATULATIONS to the winner of the \$100 Myer gift card competition from Contact Newsletter 4; Gail Till, customer of Kwik Kopy Cairns, QLD.



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Corporate Design & Print Solutions

Got a **TALL** story to tell?

Get noticed with large format poster printing.

Large format printing creates the wow factor. Well designed posters and banners can pull people to them like magnets. So get your message out there!

- great for signage
- quality light-fast inks
- foam core mounting
- laminated for durability
- banner stands
- promotions / marketing

Plans

Our large format printing abilities allow us to print with accuracy and precision – from office floor plans to detailed builders' plans.

Posters

A huge range of sizes for your large format needs with runs from one-off to hundreds.

Pop up fabric banners

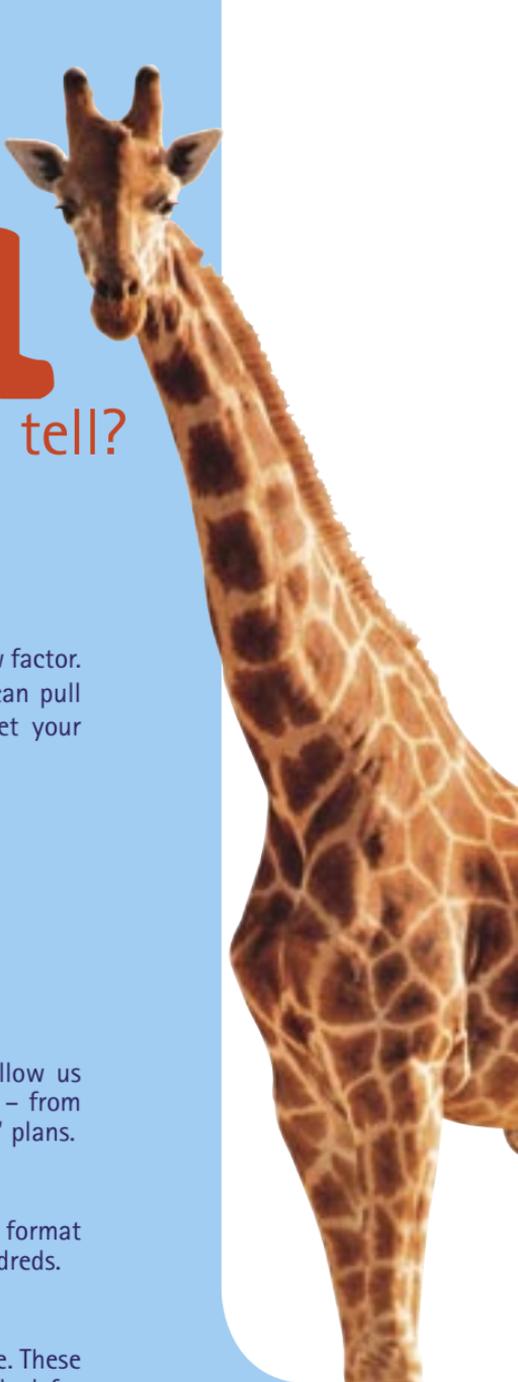
An easy to transport poster alternative. These high impact signage solutions are ideal for exhibits and trade shows and for use in receptions and Point of Sale.

A0
841 x 1189mm

A1
594 x 841mm

A2
420 x 594mm

BANNERS
HORIZONTAL & VERTICAL



Chickpea, Ricotta & Rocket Salad

A tasty, fresh and nutritious salad.

- 1 Arrange rocket, chickpeas, tomatoes & ricotta in a large serving bowl.
- 2 Place dressing ingredients in jar. Top with lid and shake well.
- 3 Drizzle dressing over salad and serve.



To learn more about the nutritional components listed above, visit www.sanitarium.com.au/nutrition/dictionary.html

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INGREDIENTS

350g rocket leaves
425g can chickpeas, drained
& rinsed
1/2 cup semi dried tomatoes,
chopped
250g reduced-fat fresh
ricotta, crumbled

Dressing

2 tablespoons Sanitarium
Macadamia Nut Oil or
another oil of your choice
(eg olive oil)
1 tablespoon lemon juice
2 teaspoons seeded mustard
1/2 teaspoon salt

FACTS

Prep Time: 5 min
Servings: 6
Level: Easy

NUTRITION

Kilojoules:	945
Calories:	225
Protein:	11g
Fat:	12g
Carbohydrate:	16g
Sodium:	580mg
Potassium:	800mg
Calcium:	230mg
Iron:	3mg
Fibre:	5g

client view

Promoting V8 supercars, organising charity dinners and marketing the rental of heavy machinery are all part of a day's work for Celia Lucas.

Celia is the marketing and event co-ordinator at Sherrin Rentals, a national earthmoving equipment company based in Brisbane.

"I would speak with Sandy Kochelak at Kwik Kopy Eagle Farm a few times every week about marketing material covering everything we do, from advertising brochures about the rental of wheel loaders and dump trucks to promoting Sherrin Rentals inaugural season in the V8 Supercar Series next year," Celia says. "Our industry is incredibly competitive, and it is especially important that our brochures stand-out from our competitors."

"Sandy and the team at Kwik Kopy are great," Celia says. "We have used other suppliers in the past, but are very happy with the relationship we have with Kwik Kopy and will continue to use them in the future."