



THE PRINTING SALES DNA PROJECT

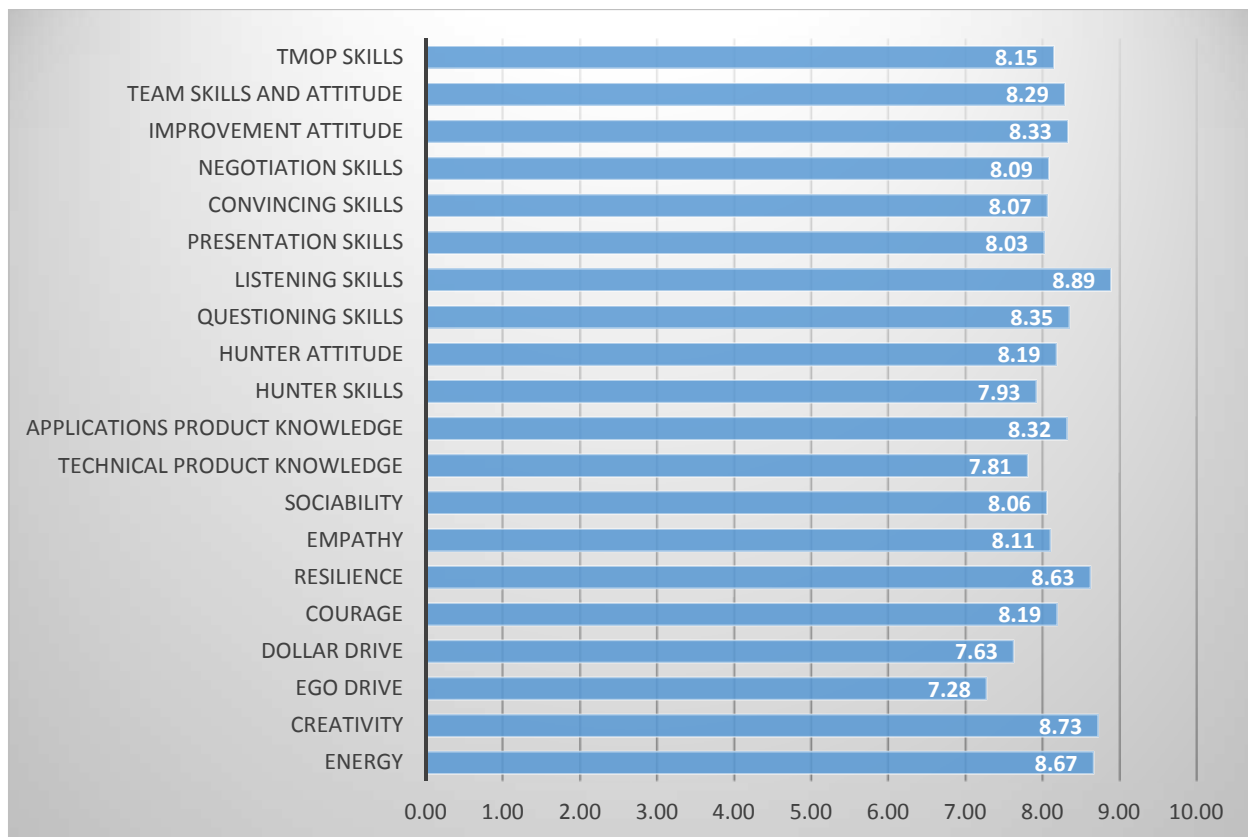
What does it take to be successful in printing sales?

The Printing Sales DNA Project

Thank you for participating in the Printing Sales DNA Project. As promised, here is your complimentary copy of the basic findings. A more detailed analysis will be available for sale in approximately 3 weeks (see Special Offer below.)

You may remember that you were asked to rate each factor on a scale of 1-20. That was to increase your range in differentiating between the various “success factors.” For reporting purposes, we have reverted to a scale of 1-10, with two decimal places — a simple “divide-by-two” calculation.

As you’ll see, most of the ratings are very close, indicating that “all of these things are important.” In fact, most of the responses rated multiple factors at 20, indicating that they are critically important. The number of 20’s, though, was balanced by lower scores for each of the success factors, indicating a pretty wide perspective on what’s important and what’s not. In other words, the average ratings are close, but to get there involved a significant range of disagreement.



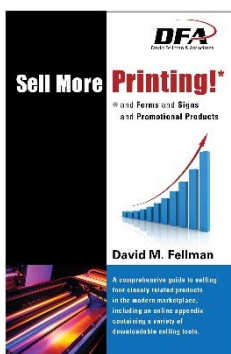
The more detailed analysis will shed light on that range of disagreement, breaking out the data by job responsibilities (owner vs. employee), type of printing company, age and experience range. It will also include comparisons to a group of known high performers, and my own “expert opinion” on what it takes to be successful in printing sales.

This detailed report will sell for \$99, but as a survey participant, it is offered to you at a special rate of \$59. You can pre-order the report at: http://davefellman.com/DNA_Participant_Offer.html. Release date: 4/7/15

See the next page for another view of this data, including definitions of each of the “success factors.”

Success Factors Ranked By Order Of Importance

8.89	Listening Skills: The ability to hear and understand what the other person is saying.
8.73	Creativity: The ability to work smart, coming up with solutions to problems, obstacles and objections.
8.67	Energy: The willingness to work hard, getting as much done as possible every day.
8.63	Resilience: The ability to handle and bounce back from rejection.
8.35	Questioning Skills: The ability to lead a sales conversation with questions, both to uncover opportunity and to keep the customer engaged.
8.33	Improvement Attitude: Eagerness to learn and willingness to be trained and/or managed, because better skills and management should produce better results.
8.32	Applications Product Knowledge: An understanding of how the printing is used in the customer's business and the ability to consult/advise on ways to make the printing work better.
8.29	Team Skills and Attitude: The willingness and ability to work well within the team which includes both the sales side and the production side of the business.
8.19	Hunter Attitude: A commitment to prospecting for new business. This can include both prospecting for new customers and prospecting for more business/new opportunities with current customers.
8.19	Courage: The willingness to ask provocative questions and to challenge objections. (NOTE: <i>Creativity</i> is the ability to come up with a response to an objection. <i>Courage</i> is the willingness to execute that response; essentially to tell people why they should agree with you rather than disagree.
8.15	TMOP Skills: Time Management, Organization and Prioritization.
8.11	Empathy: The ability to accurately and objectively perceive another person's feelings.
8.09	Negotiation Skills: The ability to negotiate effectively, resulting in a win-win scenario, not simply a price concession.
8.07	Convincing Skills: The ability to handle obstacles and objections and close the sale.
8.06	Sociability: An outgoing/extroverted personality; being a "people person."
8.03	Presentation Skills: The ability to describe the printing company's capabilities and value proposition.
7.93	Hunter Skills: An organized approach to prospecting for new business.
7.81	Technical Product Knowledge: General knowledge of printing processes and specific knowledge of the company's products and capabilities
7.63	Dollar Drive: People with high dollar drive are motivated by money. They work hard and smart to maximize their earnings opportunity.
7.28	Ego Drive: The inner need to get people to say "Yes." People with high ego drive get great satisfaction from convincing others to agree with them; in this case, to agree to talk/meet with them and ultimately buy from them.



***If you want to sell more printing,
you should probably read the book!***

Special Offer for Printing Sales DNA Project Participants

http://davefellman.com/DNA_Participant_Offer.html.

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