



taktiful



ELITE PRINT FINISHING

Case Study:

Taktiful Sales Training

Propels Elite Print Finishing's

New Digital Embellishment

Offering



Case Study: How Digital Embellishment Sales and Marketing Training Contributes to Revenue Growth

OBJECTIVES

Selling digital embellishments in today's market is very specialized. Learning how to sell tactile print without commoditizing the solution makes it even more complicated, particularly when the default to selling print is to commoditize everything and sell on price.

This is great if you want to be known as the "no-frills" printer and your value is based on the lowest possible price. But racing to the bottom doesn't work for everyone, nor should it. Digital embellishments elevate printing to luxury status – and need to be sold accordingly.

HISTORY

Steven Roberts is the President of Elite Print Finishing, based in Burlington, North Carolina. The company provides finishing resources like laminating, embossing, foil stamping and more, for commercial printing and custom packaging.

After purchasing an MGI Digital Embellishment Press in 2020, Steve soon realized they needed to learn a new way to market and sell tactile print based on value, not price.

He promptly signed his team up for the sales and marketing training offered by the OEM, led by Kevin Abergel, President, Taktiful.

AT A GLANCE

Challenges

- New Customers
- Value Selling
- Branding
- ROI Discussions
- First time in digital

Results

- Increased Customer Base by 25%
- Broke even on investment in 1 year
- As of June 2022, the top MGI varnish user in the world



Steven Roberts, President
Elite Print Finishing

BENEFITS OF TAKTIFUL TRAINING

Branding

Before the sales training, the company was basically selling the hardware manufacturers' solutions, and inadvertently promoting the manufacturer rather than themselves.

The training taught the company the value in branding their own solution. This elevates the company's brand and makes it harder for customers to shop around because, as Steve says, "We are the only one's that know what goes into our E3D process and the value it provides."

"If it wasn't for the training, I would never have thought to create my own branded solution."

The Science of Touch

The training reminded the sales team that the Science of Touch means that you actually want to sit across from your customers and watch them physically feel all the finishes. When this happens, your customers sell themselves because once they touch and feel your product, digital embellishments become the obvious choice for all their print needs.

"Understanding the science behind sharing, or in some cases not sharing, samples with customers was invaluable and taught us a new way to work with customers."

The team also learned alternate strategies when working with out-of-state customers or during Covid times.

Selling Value

What Elite Print learned about selling on value is that the digital embellishment is not just a feature of the press, but a valuable addition to help packaging stand out from its competitors.

"Everyone puts the same stuff in the box, what differentiates them is the box!"

The training reinforced that selling print the way Steve and his team had always done it, on price, just doesn't work.

"With digital embellishment solutions we now have an opportunity to sell on value. This is the paradigm shift we needed to be successful and more profitable."

Expanding the Customer Base

Expanding the company's customer base by 25% was a direct result of the training. The improved skills and knowledge resulted in increased confidence when sales interacted with potential customers.

"The training helped us differentiate ourselves and make our pitch more unique. We felt confident and excited to put what we learned into practice. And it worked!"

Learning how to identify their perfect customer, how to approach them, and how to bring them into the fold, led to more sales and a larger customer base .

CONCLUSION

By learning how to sell and market their new digital embellishment menu of products based on value over price, the team at Elite Print Finishing learned how to make more money, distinguish themselves from the competition, and make tactile print the obvious choice for their customers.

"As of today, we are proud to say that we are the top user globally for MGI in terms of polymer orders, Kevin's training has really helped us take our company in a whole new level."

But it didn't stop there. The impact of their newfound success with digital embellishment boosted revenue and profitability on their other finishing equipment including laminators, die-cutters and gluers. With more people coming to the building than ever before for tours and demos, it's been a one-of-a-kind opportunity to re-engage clients and attract new business.

"I would highly recommend sales and marketing training for anyone that has invested in a digital embellishment press. Not only did we learn a lot, but the training sparked new ideas, like bringing a design specialist in-house to help our customers with the entire design process for digital embellishments."

“We love seeing the reaction on people's faces when they see - and then touch - embellished print. It's a game changer.”



TRAINER





ABOUT TAKTIFUL

Taktiful connects people to brands through the science of touch. We are the digital embellishment sales and marketing specialists, who focus on helping the print industry and their customers make sexy print the obvious choice for all their print needs.

We combine the science of touch with the power of print to give you a taktiful experience worth coming back for, and show you how to use a more customer-focused sales approach which emphasizes value over price.

We help you capitalize on the fact that consumers buy packaging first and products second, and that they are willing to pay a premium for luxury packaged goods and extraordinary unboxing experiences.

Together, we'll adjust your sales and marketing approach and show you how to sell sexy print to all your customers.

TAKTIFUL SERVICES FOR PRINT SERVICE PROVIDERS





taktiful

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About Taktiful

Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print