

NCRA

North Central Reprographic Association



PRESIDENT SPEAKS...

Dear North Central Members,

Well we are off and running into the New Year. Funny, none of my offset presses went down to the [Y2K](#) bug, lucky me huh! It's going to be an exciting year for the NCRA. We look forward holding our next convention in Branson, Missouri, "show capital of the world". There are more than 75 shows to chose from, hundreds of shops to visit, and unlimited recreational activities. Branson is just a 70-minute drive from the Springfield regional airport and the drive is easy and truly breathtaking.

The NCRA Executive board recently had a chance to stay at the facilities; they are truly spectacular. I have stayed at major hotels across the country and have never seen one this nice. Amenities include pools, hot tubs, childcare center, theater, and several restaurants. It is truly, a world class facility and reminiscent of a European grand castle overlooking Table Rock Lake, one of the Ozarks finest unspoiled bodies of water. Fishing, skiing, sailboat charters, and boat rentals are all available from the hotel's private marina. Check your itineraries and make your plans early as Branson is very popular in September.

On Thursday evening we will enjoy a dinner cruise on "The Branson Belle", a huge paddleboat holding up to 300 people. Another change from the norm, we will forgo the President's Saturday night dinner dance. Instead, there it will be "Dinner with the Exhibitors" immediately following the Trade Show Friday night. This is a great opportunity to know our vendors better and show them our appreciation for their support. Friday and Saturday mornings will be filled with educational programs. The convention's official activities will be over after the "live charity auction" and lunch on Saturday, leaving Saturday afternoon, night, and Sunday to enjoy all that Branson has to offer. Visit Branson on the web at www.branson.com.

Attention golfers and people that love the out of doors, we have not forgotten you! Plans are in the making to play a world class course on Thursday. Don't miss it! Outdoor enthusiasts can visit the Bass Pro Shop Outdoor World and Wildlife Museum, which attracts more visitors a year than the Arch in St. Louis. Plan to visit their store and see the huge out door displays.

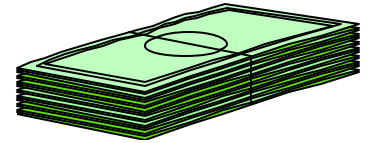
Support for the NCRA has never been better. Visit with your peers in September and exchange views. Join those that know what is happening in the industry, in our markets, in your territories. Our world has changed, our industry has changed; one month of not being in the know is crucial. The water cooler talk is so valuable it's hard to gauge. The word is out! The NCRA is serious business programs, useful training and having a lot of fun on the side. Thank you for your continued support; plan now to join us in September

Please come and visit; I promise I'll make my presidential speech short.

Kevin Rowe
President

September 21-24, 2000
NCRA Conference and Trade Show
Chateau on the Lake, Branson, MO
See our web site www.ncra1.com for more information.

"Is There A Budget?"



Uncovering budgets and finding out what level your prospect can invest at is a critical part of qualifying who you can do business with, especially if you are in a business where you can offer different solutions at different prices. Unfortunately, this is a topic a lot of sales people avoid. One of the reasons they avoid this topic is what we refer to as a "money concept" problem. Due to instructions many salespeople received when they were young... "It's not polite to talk about money", they now find it uncomfortable to talk with prospects about their budget. It often seems that they would rather spend time on prospects with *no money* than go through that "uncomfortable" process of qualifying people *for money*. What they fail to understand is that *not* talking about budgets and how much someone is willing to spend, not only wastes time, but can also put their prospect in an uncomfortable position.

First, they run the risk of telling someone a price they can't afford. Even though they might have other options available, the prospect makes an assumption that what they have been presented with is *the* price and they feel forced to look elsewhere. Second, they might make the mistake of presenting a price that is too low. They run the risk of having their offer compared to more expensive options and the prospect may draw the conclusion that what they have is in some way inferior. Often times the prospect doesn't inform the salesperson that they are uncomfortable with what was offered. Instead, they tell them that they need time to "think it over", when in reality they have already rejected the offer!

Solving this problem requires changing perceptions about money and learning how to ask the right questions. Once it is understood that *not uncovering budgets* could make prospects more uncomfortable than talking about money, it should be easier to develop a different perception about the subject. Start out by finding out if the prospect has a budget. If they have a budget established, you need to know *how much money* they are willing to spend as well as *who makes the decision* to spend it. Not asking these questions puts you in the position where you are less likely to present an option that meets their money expectations. If they are unwilling to share this information with you, most likely it's because they are using you for a price check.

Remember, without knowledge of your prospect's budget and how much they can spend, the likelihood of making the sale is greatly diminished.

*We would like to thank Mr. John Hirth for the above article.
John was a guest speaker at our 1999 Conference. For more information about
"Delivering Measurable Results...Through Improved Sales Process"
call Christopher Devenny 630-769-9890 at Selling Dynamics*

Thank you!

The NCRA would like to give a **BIG THANK YOU** to Avalon Conversions Services. Jeff Hovey has been sponsoring our special "Hole in One" contest for our convention 's golf outings for the past several years. This special incentive has made it a more interesting and challenging golf experience for the many golfers who participate each year. Thanks Jeff and we look forward to your sponsorship at Branson, in 2000.

Sales numbers you should know!

- 80%** of all sales are made after the fifth call on the same prospect.
- 48%** of all sales people make one call and cross the prospect off.
- 25%** quit after the second call.
- 12%** call three times then quit.
- 10%** keep calling, that's why on a national average...
- 10%** of the salespeople make **80%** of the sales!!

You're Invited to Join!

The NCRA is a non-profit association of reprographers and digital printers. Membership in the NCRA is available to firms engaged in the reprographic arts and allied industries. (*Reprographics is defined as the production of large and small format copies, either in color or monochrome, and encompasses technologies currently in use within the profession.*) Associate membership is available to manufacturers and suppliers to the industry.

Regards, Steve Zawoyski, , Vice President (630-351-2202)

Company _____
Address _____
City _____ State _____ ZIP _____ Phone _____
Primary contact person: _____ Title _____
FAX _____ E-Mail _____

MEMBERSHIP STATUS: (Complete one section only)

1- **Reprographer** engaged in (Check as many that apply):
large format _____ small format _____ Diazo _____ Digital _____
Color: Ink Jet _____ Laser _____ Other _____

2- **Supplier to the industry:**
_____ manufacturer _____ reseller/distributor Other: _____
Specify products offered: _____

3- **Manufacturers Representative:** Please list companies/ products represented:

Dues are \$100.00 per company membership.

An invoice is enclosed for your convenience and records.

Return this form with your company **check payable** to NCRA

NCRA
c/o Cushing and Company
325 W. Huron, Ste 610
Chicago, IL 60610
Attn: Mr. Joe Cushing

MEMBERSHIP HAS ITS
REWARDS, JUST ASK
ANY NCRA MEMBER



Exhibitors corner...

TRADESHOW 2000 UPDATE

The Survey results from the 1999 Trade Show confirm a positive trend over prior years. 94% of Exhibitors generated new leads at the Show. 81% expected to close business as a result of the Show. The 1999 Trade Show was a sell-out for Exhibitor booth space.

The NCRA is providing vendors an excellent opportunity to meet with the NCRA membership. The Tradeshow floor is the perfect place to exchange information on new products and industry trends. The golf outing, dinners, cruise and business sessions (all vendors are invited to attend) are ideal functions to put your networking skills to the test. And of course the fantastic location, Chateau on the Lake Resort Hotel in Branson, Missouri, makes for a relaxing and enjoyable experience. Plan to stay for the entire conference and get to know your customers better at a very friendly and low-key environment.

Plans are moving ahead for the Conference and Trade Show, September 21-24, 2000. Some of the early sign ups are: Alvin, Clearprint, Dietzgen, Digital ES, FDC, Michlin Diazo, National Coatings, Oce, Pagemasters, Rittenhouse, Western Blue/US Reprographics

The 1999 Trade Show sell-out means now is the time to **mark your calendar and reserve booth space for the 2000 Trade Show**. If you have any questions or need an Exhibitor Registration Form contact:

Shirley Zawoyski, NCRA Administrative Assistant
630-351-2202

or Ed Turner NCRA Vendor Director
800-325-0994 ext. 4304

UPCOMING EVENTS:

The International Reprographic Association Annual Convention and Trade Show

April 26-29, 2000

Walt Disney Coronado Springs Resort, Lake Buena Vista, FL

Check out the IRgA web site. www.irga.com for more information about this years convention.

NCRA
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SPRING IS JUST AROUND THE CORNER



NCRA web site...www.ncra1.com