

July, 2007



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RESIDENT SPEAKS...

Foundations for Success

This year I'll be attending my 16th consecutive CRA Convention, and I am just as excited to attend this year as I was back in 1992. I hope that I'll also be seeing *you* at the **52nd Annual Central Reprographic Association (CRA) Convention and Trade Show**, held Thursday, September 13th through Saturday, September 15th at the Hyatt Regency in downtown Minneapolis.

Each year I have the opportunity to attend various trade shows and conferences, but the CRA has always had a special place in my heart. Where else can you walk through an excellent reprographic trade show, attend outstanding educational sessions, while having time to meet and socialize with some of the nicest people you'll ever meet?

Educational Sessions: This year's educational topics are extremely timely for my own business. We're covering topics as diverse as 3D printing, employee retention, sales management, and quality processes. I love participating in customer panel discussions so that I can learn as much as possible about how to serve my own customers better. I also plan to send my sales people to the special Rick Farrell sales training workshop, "Selling Has Nothing to Do with Selling."

Trade Show: Where better to see cutting-edge products and services from vendors serving the reprographics market? At the CRA trade show, I have the opportunity to see new equipment, software and products from a wide variety of suppliers, plus I have the chance to talk with them in a low-pressure, highly sociable atmosphere.

Saturday Keynote Speaker: Dave St. Peter, President of the Minnesota Twins, is going to speak to us about building a new stadium from an owner's perspective. This will be a perfect opportunity to learn about how to approach owners and other team members on a large project. I'm really excited about this, not only because I'm a Twins fan, but because I want to learn more about how to better provide document management and imaging services on a large project.

Social Events: Thursday night's Kick-Off Dinner at the Como Park Conservatory will be an elegant evening, and will allow everyone to network with business associates and catch up with old friends. And Friday night's Charity Auction – with 100% of the proceeds benefiting the Make-A-Wish Foundation – is an awful lot of fun. If you've never been to a CRA auction, just be sure to bring your wallet and a sense of humor!



Networking: Sometimes people who are new to the industry ask me how I know so many people in the reprographics community, and I always give credit to my membership and participation in the CRA. When I first started attending conventions in 1992, the only people I knew were my parents. But because the people in our organization are incredibly warm, open and willing to share, I was able to meet fellow reprographers and become friends with them. And as our industry continues to grow and change, there is nothing more valuable than having friends who I feel comfortable calling to ask a question, discuss an idea, or just plain kvetch about what's going on that day!

The CRA has made a huge difference in my life as a reprographer, and I know that 2007's convention will add new skills to my business repertoire and – I hope – new friends to my contact list. I look forward to seeing you in Minneapolis this September!

Sincerely,

Tracy Albinson
President, CRA



The 2007 CONVENTION INFORMATION AND REGISTRATION materials were mailed on JULY 5, 2007.

All convention information is posted on the www.cra1.org web site.

If you have questions, call Shirley at 630-351-2202 or e-mail shirley@cra1.org



MINNESOTA TWINS vs. DETROIT TIGERS BASEBALL GAME



Join the CRA for an evening of baseball at the Minneapolis Metrodome. Saturday evening's game is between the Minnesota Twins and the Detroit Tigers. This will be an exciting game as both teams were part of the 2006 World Series Playoff Season. There are a *limited number* of tickets available.

- **COST:** \$35.00 per person
- **INCLUDES:**
 - ◆ Reserved seats in upper deck overlooking first base
 - ◆ Transportation to ballpark from the Hyatt Regency Hotel (Return to Hotel on your own. Ballpark is less than 2 miles from the Hyatt)
 - ◆ \$10.00 in Dome Dollars to purchase refreshments at the ball park.
- **DEADLINE:** Tickets must be ordered and paid for in advance by **August 15, 2007**



See the convention registration form to order tickets or go to www.cra1.org for more information
Questions, contact Shirley at 630-351-2202 or shirley@cra1.org.

EDUCATIONAL PROGRAMS

Rick Farrell, Tangent Knowledge Systems

[DEVELOPING A STRATEGIC SALES FORCE](#)

Is your sales force still selling printing when you know they need to sell solutions? Gain insight into how to help your salespeople stop selling and instead play the role of "change agent." By developing a "business-owner" mentality, salespeople gain accountability for their territories and focus on higher-margin sales.

Phil Magenheim, IDEAL.com

[3D: THE NEXT REVOLUTION IN IMAGING](#)

3D modeling is fast becoming a standard part of the project design workflow and is an emerging technology with implications for the future of printing. This seminar will build on some of the ideas presented at IRgA in May, exploring how 3D technology can fit into your current business strategy. Discover what 3D services your customers are using right now, and what you need to do to make your shop "3D ready."

Customer Panel

[OUR CUSTOMER'S CHANGING NEEDS & EXPECTATIONS](#)

Confronted with BIM, 3D modeling, green design, LEED, fast-track construction and more, the way our customers do business is changing quickly. What do we need to do to ensure that we keep pace with the changes our customers are confronting, and how can we help them with their new business requirements? Learn from a panel of AEC customers what their businesses are doing to prepare for the future, and discover how we can serve their ever-evolving needs.

Sallie Voyles, Training for Success

[KEEPING YOUR "A" TEAM: HOW TO RETAIN YOUR BEST EMPLOYEES](#)

Are your employees happy? Are you sure? In today's world, employees are moving from employer to employer (or your competitors!) at ever-increasing rates. Employee turnover is a silent killer of business productivity—yet it's a solvable problem. Learn new ways to actively engage employees on all levels and build a culture of employee retention with long-term payoffs.

Sallie Voyles, Training for Success

[BUILDING BLOCKS FOR QUALITY](#)

The reprographics world is undergoing a rapid transformation, and the processes you implemented yesterday may not be what you need today. Learn how to inspire your "A" team to produce consistent, quality results. Join Sallie Voyles of Training for Success to learn how you can enhance your business's processes to ensure quality throughout your organization.

This is a DON'T MISS event.*

***Saturday Lunch and Guest Speaker, Dave St. Peter, President, Minnesota Twins**

BUILDING A BASEBALL STADIUM: AN OWNER'S PERSPECTIVE

In May, 2007, the Minnesota Twins broke ground to build a new baseball stadium in downtown Minneapolis. Dave St. Peter, the President of the Minnesota Twins, will talk about the process of designing and building the new stadium from an owner's perspective. Mr. St. Peter will discuss the teams' expectations of their partners, the Twins' role in the design and construction process, how the project team is using technology, and how they overcame roadblocks to success.



SALES TRAINING WORKSHOP

FRIDAY, SEPTEMBER 14, 2007

“SELLING HAS NOTHING TO DO WITH SELLING”,

Rick Farrell, Tangent Knowledge Systems

10:00AM to 3:00 PM Workshop, Lunch (12:00PM), 3:00PM to 5:30PM Tradeshow Exhibit pass

The underlining theme of Rick's presentation is that sales people should stop selling, presenting, answering objections and closing and should instead play the role of a “change agent”.

- I. Central to the presentation is the concept that salespeople have to adopt a “CEO mentality”. They need to view their territory/account list as a separate company that they run with P/L responsibility. In running this company they will have to protect “5 vital assets” in order to insure maximum leverage and return on assets.
 - 1) Time – Their most valuable asset. They need to guard and protect their time with opportunities that are qualified and have a high likelihood of moving forward. This requires a strict discipline of always qualifying opportunities by asking “tough questions” so that they don't squander their time inappropriately.
 - 2) Information – Most salespeople misallocate this valuable asset by prematurely leading with information and expertise. Because they spend 80% of their time giving out information, they are frequently reduced to “free consultants”.
 - 3) Resources – Company resources are so often squandered by doing endless quoting, proposing and follow-up on unqualified opportunities where one loses leverage and control. Company resources need to be allocated judiciously and in a timely fashion to protect one's effort, time and money invested on building new business opportunities.
 - 4) Relationships – Sales people need to be discriminatory as to which relationships will yield them the greatest return. The key to building relationships today is knowing that people not only buy from those they like or respect, but more importantly they buy from those that understand their unique situations. This requires understanding their business, their challenges and problems with a high emphasis on probing, questioning and listening skills.
 - 5) Self Concept – Sales people put their self-concept at risk with clients that use them, waste their time, stall them, mislead them and squander their resources. Sales people must recognize how to minimize these negative outcomes.

II. Feature/Benefit, Value-Added Selling

The feature/benefit style of selling that has served companies so well in the past no longer works. What companies work so hard in trying to prevent (commoditization), they actually create. They invalidate and denigrate their value proposition by touting the exact value proposition their competitors tout: quality, service, reliability, expertise, value and performance. This style of selling is the quickest path to commoditization and lower margins. Instead of a differentiator, it is a “great equalizer” that reduces your message to a common denominator. This makes it difficult to penetrate into new accounts at high levels and maintain pricing integrity.

- III. The reason companies get commoditized is because sales people's sales methodology defaults to the prospects buying system. The way clients buy and select suppliers is more sophisticated than sales people's ability to sell and differentiate products and services. In order for sales people to enhance their selling position, they must understand the methodology of how people buy and come up with a sales process that levels the playing field and neutralizes the buyer's inherent advantages.

The clients buying system is to gather all your information (features and benefits), price, terms, conditions, creative ideas and proposal. They want it up-front and early on. They want to give sales people as little information in return. They maximize their time and waste sales people's time. They stall them. They play their cards very close to the chest. They want to get as much information as possible so they can leverage their position and be a savvy informed buyer of what you sell so they can then beat you up on price, pit you one against another and always leave you hanging as to what they are going to do next. Unfortunately, the way sales people sell encourages this process. Sales people have educated and conditioned clients to treat them like this.

The goal is to design a sales process/methodology that levels the field and gives your sales people more leverage. The way this is accomplished is through a disciplined sales process that encourages sales people to size up opportunities based solely on motivation to change and the underlying pain that drives it.

Send your sales Reps to this Sales Training Workshop. Rick Farrell will instill your sales people with sales discipline that will improve your bottom line. The registration fee of only \$150. includes four hours of instructions, lunch, and admission to the Tradeshow Exhibits in the afternoon. Any questions contact Shirley at 630-351-2202 - e mail shirley@cra1.org. The Sales Training Workshop Registration form is posted on www.cra1.org

CHARITY AUCTION



The CRA will be holding its annual LIVE CHARITY AUCTION at this year's convention. The auction will be held after dinner on Friday evening and has been a tradition since 1989. This year our President, Tracy Albinson, has chosen a very special charity called the Make-A-Wish Foundation of Minnesota. (www.wishmn.org) Their mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The Make-A-Wish Foundation of Minnesota was established in 1982 and has since granted 2500 wishes, each one combining a bit of magic, a lot of love, and many wonderful memories. Wishes can range from holding a live bunny to a family trip to Disney World; be as functional as a computer; or as exciting as meeting a favorite celebrity. Whatever the wish, it is the dream of the child..

Please contact Fred Riddell via e-mail at friddell@gablue.com or phone 770-664-5222 to let him know that you are bringing an item. 100% of the proceeds will go to the Make-A-Wish Foundation of Minnesota and are tax deductible. If you would prefer to send a check as a donation, please let us know and we will be glad to do the shopping for you. Make checks payable to the **CRA** and mail to **Shirley Zawoyski, 1601 S. Indian Hill Drive, Roselle, IL 60172**. If you intend to send a check, we would appreciate receiving the checks *before August 31st*.

GOLF OUTING **September 13, 2007**

**Registration Deadline
AUGUST 20, 2007**

You are invited to participate in the CRA Golf Tournament to be held at the Baker National Golf Course in Medina, MN

EARLY ENTRY FEE: \$125 per person, \$500 per foursome

Includes: Continental Breakfast, Lunch, Round of Golf, Cart, Awards, Bus Transportation and Beverage Tickets

Club Rental \$15.00 Standard Set MUST be reserved in advanced

FEATURES:

Modified Shot Gun start

Four-person Scramble

Bus leaves hotel at 6:30AM and will return to hotel by 3:30PM

Golf Registration form is posted on www.cra1.org

