



What's inside the CRA e newsletter
 President's Message.....page 1
 Change in CRA Board.....page 2
 Golf Outing.....page 2
 Membershippage 3
 Delivering Measurable Results
 By Rick Farrellpage 4
 Exhibitors Corner.....page 6
 2006 Exhibitors List.....page 7
 Sponsorship Opportunities.....page 7

PRESIDENT SPEAKS...

2006 Convention Takes Shape

The 2006 CRA Convention will be held in **Austin Texas** at the **Austin Marriott at the Capitol**. This is an excellent facility offering great meeting rooms, comfortable sleeping rooms, great amenities and it is located only 9 miles from Austin Bergstrom Airport.

The **CRA Board of Directors** is now working to make the 2006 Convention the best ever. The CRA will continue its focus on education, first line exhibitors and networking opportunities for the membership. Now, more than ever, reprographic arts are changing and the CRA Education Committee is rounding up speakers to address important issues that will affect the reprographic profession. **Vince Pingel, Steven Strooh** and **Kip Young** are heading up the educational committee and planning to offer business and technical sessions. The CRA technical education sessions are growing in popularity and more second tier staff are now attending the Convention.

Our Vendor Directors **Cindy Hastings** and **Richard Scott** have done a fantastic job organizing the exhibitors. Booth occupancy is running ahead of last year and it looks like we will again have a sell out exhibit hall. For more information on booth availability, please contact Ms. Cindy Hastings at 847-593-0500. For a current list of 2006 exhibitors visit www.cra1.org



Austin Marriott at the Capitol
701 E. 11th Street
Austin, Texas 78701



Gary Hosking and **Kent Long** are heading up the Golf Outing and made arrangements with one of the best private courses in the Austin area. CRA Golfers will take on the beautiful and challenging **River Place Country Club**. <http://www.riverplaceclub.com> The course will present a challenging golf experience with breathtaking hill country views. See additional information on page 2 of this newsletter.

Austin is "The Live Music Capital of the World" <http://www.austintexas.org> and it is a great town for the 2006 CRA Convention. There is plenty to do there and we will take advantage of all it has to offer. The Austin Marriott at the Capitol is located within walking distance of Historic 6th Street and it is just a short cab ride to the Warehouse District. Both of these venues offer great restaurants and entertainment. Thursday night festivities begin with cocktails and dinner at **Carmelo's Restaurant** followed by entertainment at **Esther's Follies**. OK folks if you have never heard of Esther's Follies, one visit there and you will never forget it! This is one of the funniest comedy venues that you will ever experience and in itself worth the trip to Austin. Do not miss Thursday's opening event. http://www.esthersfollies.com/see_the_show/



Mark your calendars now for September 28th, 29th and 30th, 2006. The Convention in Austin will be an event worth attending.

Steve Zawoyski
2006 President
zevets@sbcglobal.net



CRA ANNUAL CONVENTION AND TRADESHOW
SEPTEMBER 28TH - 30TH, 2006
AUSTIN MARRIOTT AT THE CAPITOL
AUSTIN, TX
www.cra1.org

Change in Board Positions

Jim Inzeo has moved on to another position outside of our industry and has resigned as CRA Secretary. We want to wish Jim every success in his new endeavors and thank him for his service to the CRA. Jim served as Golf Chairman, Secretary and spearheaded last year's educational programs. We thank Jim for his dedication and effort on behalf of the CRA.

Steven Strooh has accepted the position of CRA Secretary for 2006 and will continue to be a member of this year's Education Committee.

The CRA is accepting nominations for the 2007 slate of candidates. And, we are in need of adding a Junior Vendor Director for 2006. Serving on the CRA Board of Directors is a rewarding experience and a great way to give something back to the industry. Please submit nominations to **Chuck Wingard** at 630-832-0209 or chuck@treetowns.com

TEE IT UP IN AUSTIN!

This year's **GOLF** event is at the fabulous River Place County Club. Course designer Tom Kite, created this upscale country club by creating an 18-hole championship golf course that takes advantage of the site's spectacular rolling hills and secluded canyons. The River Place County Club is a hill country golf course that really shows off the beauty of Central Texas. If you like great service, lots of food and drinks, prizes, challenging golf with great people, then the CRA Golf Outing at River Place Country Club is the place to be on **September 28, 2006**. As you prepare for this year's convention, do not forget the golf shoes, golf clubs (rentals are available), **camera** and EXTRA BALLS. Come join us and get to know your members and suppliers at a different level! For registration forms and more information visit the CRA web site www.cra1.org.

Gary Hosking
Golf Chairman
(812)238-1681 or gmhosking@aol.com

WORDS OF INSPIRATION

I do not think much of a man who is not wiser today than he was yesterday.

Abraham Lincoln

IRgA Convention
May 10-12, 2006
Orlando, Fl.

www.irga.com for registration and more details

MEMBERSHIP ROUND - UP

I want to thank all the companies that have renewed their CRA membership for 2006. Your continued support enables the association to serve its members and is testimony to your interest in strengthening our industry. For those that have yet to renew, please take the time to do so now. Your support will insure that the association will have the financial resources to continue its efforts in providing the quality educational programs the membership has come to expect. An application is provided below. Just print and fill out the form and send it along with a check payable to CRA for \$125.00 to the address below. I have found that our membership in the CRA has been an extremely important asset to my business. I hope that you will take the opportunity to see what membership in the CRA can do for you. If you have any questions about joining the CRA, please contact me directly at 952-884-3581 or by e mail at tracya@imagetechservices.com. Thank you for your support.

Tracy Albinson
Vice President & Membership Chair

Membership Application

The CRA is a non-profit association of reprographers and digital printers. Membership in the CRA 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.

Company _____ Web site _____

Address _____

City _____ State _____ ZIP _____ Phone _____

Primary contact person: _____ Title _____

FAX _____ E-Mail _____

Spouse's name _____

Additional Company contacts:

Name	E-Mail	Spouse's name

\$125.00 per corporate membership.

Return this form with your company check payable to CRA:

Academy Repro on 66
Attn: Mr. Kevin O'Hea, CRA Treasurer
300 Central Ave SE
Albuquerque, NM 87102

As a service to our members, here is a follow up to the educational session that Mr. Rick Farrell of Selling Dynamics presented at the 2005 Convention.

"Delivering Measurable Results... Through Improved Sales Process"

"Why Your Value Proposition is Valueless and Why You Need to Sell Like a Change Agent"

Whether you call it value-based selling, feature and benefit selling or value proposition selling, this sales methodology has severe limitations. This classic form of selling that has served companies so well in the past, no longer works. Companies that have successfully relied on this methodology for years to differentiate themselves from their competition, to translate their value, maintain their margins and prevent commoditization are now finding that it is backfiring. The irony is that the very thing they work so hard to prevent (commoditization), they are actually creating. A good example of how this plays out is the following:

Imagine that you are meeting a prospect for the first time; he asks you, after you've done your proverbial chit chat, to describe what you do, what you sell, what makes you different, and why he should buy from you. Specifically, what would be five things that you'd want to tell him about your company that would leave him with a favorable impression of your capabilities. More than likely you would include the following or some similar facsimile of:

1. Quality
2. Service
3. Reliability
4. Expertise
5. Value/Performance

To take this example one step further, let's imagine that you no longer work for that company. You have landed a plum job with your biggest and strongest competitor. You have a better compensation package, you're on a fast track for management and you now get 2 ½ weeks of vacation instead of two weeks. Life is good. You're excited to prove yourself and to add icing to the cake. You have your former territory and you now go back to your former contacts. We'll use the same company and contact from the first part of this example. Your former client is glad to see you. He congratulates you on your new position and then begins to query you about your new company and its capabilities. When presented with the same line of questioning -- "what can you do to help him, what makes you different, why should he buy from you", what are 5 things that you would now want to tell this prospect that will leave him with a favorable impression of your new company? He may prompt you by asking: "You know one of the things we really appreciated and valued about XYZ Co. was their fine quality." "Do you have good quality, he asks?" Your response: "You bet, it's one of the reasons I moved over to ABC Co." "What about service?" he asks. You then tout your company's deep commitment to service and pull out the mission statement to drive your point home. "And how about reliability, expertise, and value, he asks?" And in response, since you are a professional, you pull out all the latest industry reports that rate your company #1 in its field for reliability, expertise, and value.

In all your excitement to create this truly unique value proposition, what you really have created is a definitive and complete denigration of your value-add. You rehearse chapter and verse the exact value proposition your competitors tout. Because you've jumped the gun, you have left the prospect with one differentiator, but unfortunately it is the same differentiator by which he will now measure all competitors. You guessed it-Price. Back to the original premise, what you worked so hard to prevent -- "commoditization" -- you have actually created.

The feature & benefit methodology that so many companies successfully used over the years to differentiate themselves actually makes them look and sound like everyone else and completely marginalizes their value proposition. This is because all their competitors are selling the same way. They all sing from the same hymn book and consequently unwittingly reduce themselves to a common denominator.

What they don't realize is that customers work very hard to set them up to sell this way. I once gave a presentation to a company on this exact subject. Afterward, one of the company's buyers pulled me aside and proceeded to lay out this exact strategy and how it had benefited him; specifically, by getting this company's suppliers to believe they weren't in fact different

which in turn prompted them to all reduce their pricing. His suppliers created a “hall of mirrors” that invalidated and compromised their sales position.

Not only have salespeople commoditized their companies’ value proposition, they have also commoditized themselves. They look and sound like everyone else and that is why it is so difficult for them to get into new accounts, to get high-level meetings and to have customers respect their time. And why should they since they don’t bring any true value to the table?

Because we are in an information economy, customers no longer rely on salespeople for the traditional information used to value. In today’s world, this information is instantaneously available on the Internet and customers are generally more savvy and better informed than they were in the past.

To counter act this scenario, companies feverishly bring out new products, add new bells and whistles, get ISO certified, or become 6-sigma only to find out a product is eclipsed and copied within a few months, a few weeks, a few days or a few hours.

From where the buyer sits, all salespeople and products look frighteningly similar. So long as we as a profession rely on our hallowed “dog and pony shows”, we are setting ourselves up to be shot down like ducks in a row. As with certain diseases, the stronger the medicine we use to fight it, the more resistant the disease becomes. Prospects are now resistant to your value pitch.

What is the answer? Nothing less than a total retooling of your message and the way in which you approach the marketplace.

First, companies must cease and desist their belief that they have a trademark or a corner on the market on quality, reliability, expertise and value. These characteristics only get you invited to the dance. Why spend time touting a value proposition that ends up being the “great equalizer” or just a point of parity?

Sales are won and lost in the salesperson’s understanding of the “value gap” that your customer is experiencing. Your job is to get information, not give it. The salesperson who can define the problem most effectively by asking questions that get the customer to talk about the value gap is the salesperson that will consistently outperform the salesperson with the best solutions. You are therefore paid and rewarded for your questions not your answers.

Your job is to give the prospect the freedom to self-discover his problems, his consequences, his priorities and his willingness to act upon them. At the same time, you must assess the likelihood of change and balance it with your own investment cost of acquisition. Your job is to be a change agent: someone who takes a non-selling posture to help his customer understand the cost of change.

It becomes more important for your prospect to actually sell himself and, at a more advanced level, to sell you on his motive to buy from you. This is where sales becomes fun. All the traditional pressure is off you and is transferred to the client. The burden of proof lies with the client.

However, if the prospect is resistant to share information about his company’s value gap, here are some questions to get him to open up:

- You have been using XYZ for 2 years and you are happy with your service, help me understand why would you want to consider changing?
- Since price is your only motive to change, and we are never the lowest, do you still want us to provide you with a quote?
- I’m not sure if we can help you specifically or if we are a good fit for your company, is it okay if we ask each other some questions and at the end of our meeting we can determine if it makes sense for us to proceed any further. And, if it doesn’t, would you be comfortable in telling me, so that I don’t spend any more of your time?

You can start to see your job is no longer about selling, presenting, answering objections, and closing. Getting “yes” is no longer your mandate. You need to make customers comfortable with making decisions and making “no” a viable and acceptable answer. It takes the pressure off the salesperson and transfers it to the seller (shouldn’t this be “buyer?”) to prove his case. The professional salesperson knows that the customer is the most informed party at the selling event, so he allows the customer to do the selling.

You know you have taken selling to an entirely new level when you find yourself trying to sell your customer on not changing, staying with the incumbent, and advising them of the pros and cons rather than just presenting a single-sided, biased case. When they ask you, "can you help us in this area": you'll find yourself saying "I'm not sure" and you'll follow-up with additional qualifying questions:

- How long has it been a problem?
- What have you done to fix it?
- In relationship to other important initiatives, how does this stack up against them?
- What is at stake for the company?
- With or without us, how committed are you to making a change?

In order to make this change agent sales methodology work for you, you must transition from a feature and benefit seller to a strategic seller. The objective of your sales call will now be to ask probing questions to understand your customer's value gap, get the customer to open up and disclose why they might consider changing and through skillful questioning, have the customer convince you that he has a problem that he needs you to solve. Your role as a change agent is to transition from telling and selling to helping customers identify their problems and better understand their consequences.

Rich Farrell can be reached at **SELLING DYNAMICS, L.L.C.** 715 West Algonquin Road, Suite D,
Arlington Heights, IL 60005

www.sellingdynamics.com - rfarrell@sellingdynamics.com - 847-439-8808 - Fax 847-439-8867

EXHIBITORS CORNER

Austin Texas is the place of opportunity

Mark your calendars to join us at the CRA Convention. Be sure to attend the kick-off events, golf outing, educational sessions, social events and the trade show. Participation in the trade show gives your company a free 4" x 5" black and white ad listing in our Show Planner, which is distributed to the membership before the convention. This is a great way to highlight your products and list your show specials. For a small charge your ad can be expanded and produced in color.

The CRA Tradeshow on Friday, September 29th, will consist of 48 exhibit booths. Nationally known vendors will once again display new equipment, scanners, media, supplies, software and support services. Our trade show has consistently sold out months in advance. **Space is limited!** As of today's date we have only 11 booths left. **Don't delay.** Contact me to reserve your booth space today. Registration forms are on the CRA web site www.cra1.org.

On the following page is a list of exhibitors as of March 1st, 2006.

Cindy Hastings
2006 Vendor Director
847-593-0500
e mail cinvette@aol.com

2006 EXHIBITORS

7

As of 3/1/06

Cylix Inc.	Pinnacle InfoTech. Inc.
DAT Solutions	ReproMax
Dietzgen Division of Nashua Corp	Ricoh Corporation
DIGITAL ES	Sepialine
Drytac Corporation	The Peir Group
IDEAL.com	Thoroughbred Software
Image Products of CA	PLP Digital Systems, Inc.
KIP	Technical Image Products
Michlin Products Corp	TST/Impreso
National Azon	Unibind, Inc.
OCE North America	Universal Media Solutions
OCE Imaging Supplies	US Reprographics Network

SPONSORSHIP OPPORTUNITIES

The CRA is offering a wide variety of sponsorship opportunities to help further promote your company's presence at the 2006 Convention in Austin, TX . For more detailed information on these Sponsorship Opportunities go to the CRA web site www.cra1.org. Contact Richard at 800-521-3240 rscott@michlin.com or Shirley at 630-351-2202 shirley@cra1.org

COCKTAIL RECEPTIONS:

\$1000. each (Three available)

HOSPITALITY:

\$500. each (Two available)

BEVERAGE BREAKS:

\$350. each (Two available)

GOLF:

Silver - Individual Hole Sponsor \$125 each

Gold - Special Event Hole Contest Sponsor-(Several available)... \$250 each

Platinum - Beverage Cart or Lunch Sponsor - (Two available) ...\$350 each

The End