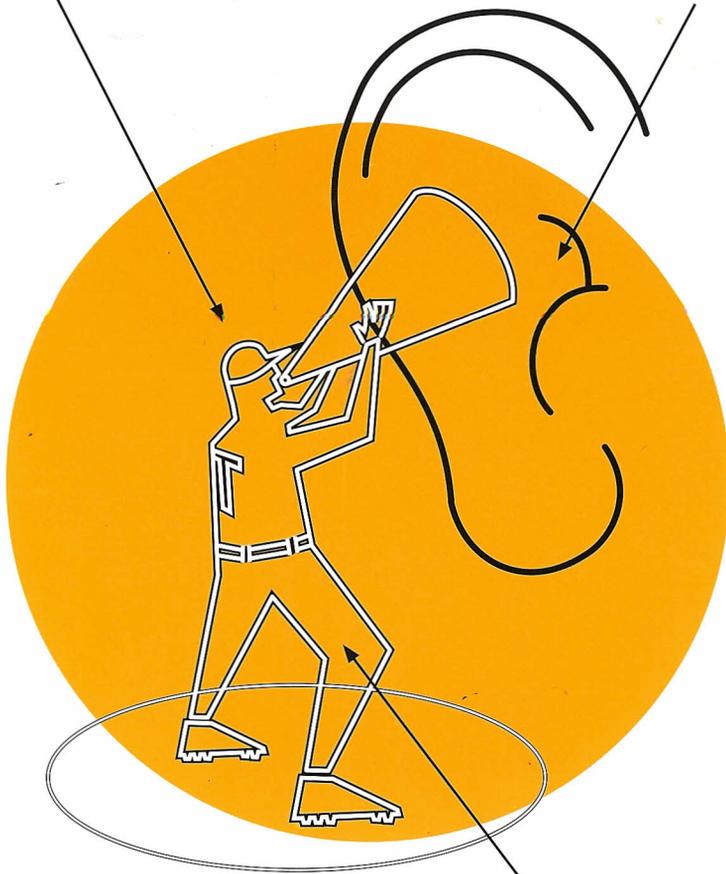


PRINTING SALES COACH

The Cost-Effective Path to Increasing Sales

Priceless experience

Direct to you



Coach Tom

www.printingsalescoach.com

ADDRESSING THE ISSUES

Small- and medium-sized print companies across the country turn to Tom Turrentine, Printing Sales Coach, as a cost-effective way to increase and stabilize profits. With more than 25 years in the industry as an award-winning salesperson, print shop owner, and print buyer, Turrentine understands the print business from all angles. He has purchased printing, excelled as a print salesperson, and hired and trained successful salespeople.

The Printing Sales Coach approach allows owners to tailor a program that addresses specific needs and budget requirements. Common issues addressed include:

*** HIRING THE RIGHT PEOPLE AND TRAINING THEM WELL**

Because printing is a highly technical business, salespeople must combine a solid grasp of printing technology and the ability to sell. Hiring the right people is the first step, training them to achieve the correct balance is the second. Turrentine helps owners or sales managers determine the best candidates and establish the right training program.

*** KEEPING SALESPEOPLE CONSISTENTLY MOTIVATED**

Working with the owner, sales manager and/or individual salespeople, Turrentine uncovers the underlying issues causing motivation to lag or fluctuate. Turrentine offers multiple solutions that may include one-to-one goal setting and monitoring individual efforts, training for specific areas, structuring compensation to encourage production, designing sales incentive programs, or uncovering and addressing internal issues that have created a lack of confidence.

*** BUILDING ON STRENGTHS AND CORRECTING WEAKNESSES**

One salesperson has the gift for getting in any door but cannot close a sale. Another closes easily but sells jobs for less than they are worth. Yet another is a technical and financial wizard who hates to make cold calls. Each has a gift that can be maximized by finding and correcting the limitation. Turrentine's 25 years of working with salespeople gives him the insight to spot what's working and what's not to create a more effective salesperson.

**"OUR SALES DEPARTMENT WAS
A MESS UNTIL THE COACH
STRAIGHTENED IT OUT. IT HAS
MADE A HUGE DIFFERENCE."**

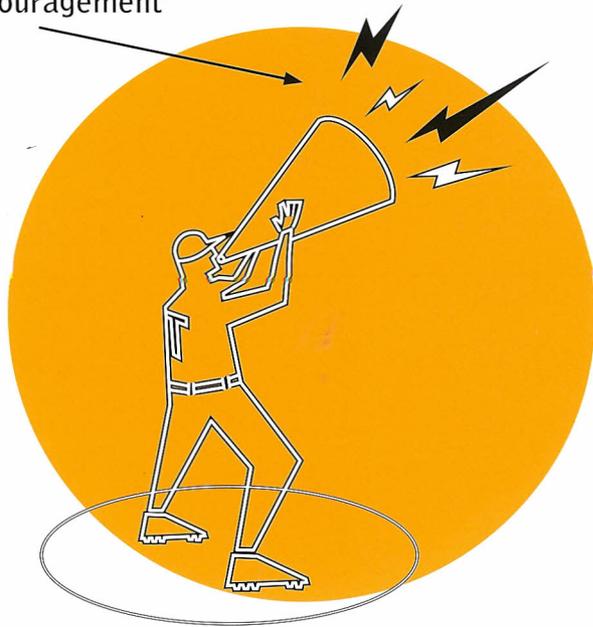
Ken Swift
owner

"THE COACH HAS ALWAYS GIVEN US THE RIGHT TOOLS WHEN WE NEEDED THEM."

Roger Hefty

university system printing service manager

Tons of great advice
and encouragement



*** ENSURING SALESPEOPLE ARE DOING THEIR JOBS**

Because outside salespeople operate without close supervision, it's difficult for owners to know if salespeople are in the field selling and if they are honestly representing the company. Turrentine offers simple tools that help owners get a better grasp on sales activities without creating sales force resistance.

*** SELLING PROFITABLE ACCOUNTS**

Sales volume means nothing if jobs make less than they cost to produce. Turrentine works with owners and salespeople to establish guidelines for profitable selling.

FIND OUT MORE.

To schedule a free 30-minute consultation, call Tom Turrentine at (916) 531-0162 or e-mail him at coach@printingsalescoach.com.

*** MAINTAINING LONG-TERM SUCCESS**

Most sales seminars fire people up for a short time only. When old habits reappear, sales once again begin to falter. Turrentine works with companies over a period of time and establishes a check-in program for ongoing maintenance. As new salespeople are hired, Turrentine can work with each to move them quickly into production.

*** TAKING IT TO THE NEXT LEVEL**

Once companies see a stable increase, Turrentine helps them move to the next level by exploring additional sales approaches that move beyond the traditional methods.

TOM TURRENTINE, PRINTING SALES COACH

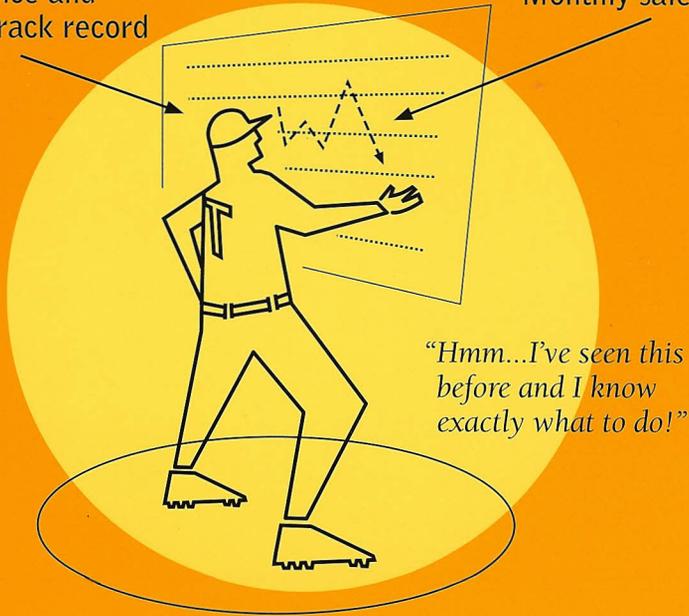
After an outstanding career in the industry, Turrentine has turned his attention to helping others achieve success. His background includes awards for outstanding salesman of the year for a \$50 million West Coast printing company. He also created and maintained a million dollar per year sales account for a long-established print company and managed a printing plant from start up to 15 employees and \$2 million in annual sales. In addition, Turrentine worked for five years as a print buyer and owned a successful quick print shop for five years.

PROGRAM STRUCTURE

Each company's varying needs are addressed individually following a free 30-minute consultation. In most cases, coaching services are performed by phone in two to five hours per month, though Tom is available for onsite consultation. In addition, some time may be required for research, providing training materials, creating compensation or incentive programs, or other requested services.

Experience and
proven track record

Monthly sales figures



Different companies, same problem

AS DIFFERENT AS PRINTING COMPANIES ARE, MOST SHARE A COMMON PROBLEM. NO MATTER HOW WELL THEY DO AT PRINTING, THEY CAN'T DEPEND ON MAINTAINING A CONSTANT FLOW OF PROFITABLE JOBS. THOUGH SPECIFIC REASONS VARY, THE UNDERLYING ISSUE IS THAT OWNERS GENERALLY DO NOT COME FROM SALES BACKGROUNDS, SO FEW UNDERSTAND THE NUANCES OF SELLING. AND EVEN THOSE WHO UNDERSTAND SALES DON'T HAVE THE TIME TO DEVOTE TO HIRING, TRAINING AND MOTIVATING A SALES FORCE.