



ESSENTIAL GUIDE TO REBUILDING YOUR BUSINESS AFTER LOCKDOWN

CONTENTS

Put Your Best Product Forward	5
- New Opportunities in a Post-COVID World	6
- Re-opening Business Packages	7
- Adding Value with Add-On Products	9
- Why Outsourcing Can Help You to Diversify	11
 Pricing like a Pro	 12
- Maintain a Clear Profit Margin	13
- Monitor the Competition	-
- Compete on Value	-
- Be Flexible	-
 Your Marketing Checklist	 14
- The Secret to a Killer Campaign	15
- Free Resources	-
 Solid Sales Strategies	 16
- Upselling & Cross-Selling Print	-
- Pro-active Sales = Profitable Sales	17
- Prospecting Do's & Don'ts	18

We can't pretend that the last year hasn't been a challenging one – not just for the print industry, but for the whole country. We've seen how much our clients have had to adapt, how they've persevered, and how they've found new opportunities to rally around. It's been inspiring!

At Route 1 Print, we've been there to support you through all of those challenges, and we're here for you now. You can make 2021 the year of rejuvenation. This is your time to rebuild your company back to full strength and to grow faster than you ever have before!

It all starts here, with our ***Essential Guide to Rebuilding Your Business After Lockdown.***

Follow the steps in this quick guide to ensure your business wastes no time in getting back to healthy profitability. From evaluating your product and pricing strategies, to fantastic marketing and sales techniques. We hope this guide can act as a refresher and as an inspiration to drive *your* rebuild plan forward.

2021 is going to be your year!



PUT YOUR BEST PRODUCT FORWARD

You're probably sick of the phrase but it's true, lockdown brought us a 'new normal' and, when lockdown lifts again, we will likely have a another 'new normal' to get used to. The point we're getting to is; your clients' needs will have changed, and you might need to change to keep up.

Now is the perfect time to re-assess your service. Ask yourself whether you are still offering the right products for your clients. Even if you don't fancy diversifying, it's important to know which products to promote in order to see the best results.



NEW OPPORTUNITIES IN A POST-COVID WORLD...

Here are just some of the growing trends and opportunities we're seeing in the print industry...



PACKAGING

With the rise of online buying, and many shops creating online marketspaces for the first time, packaging is an exciting area of print right now.

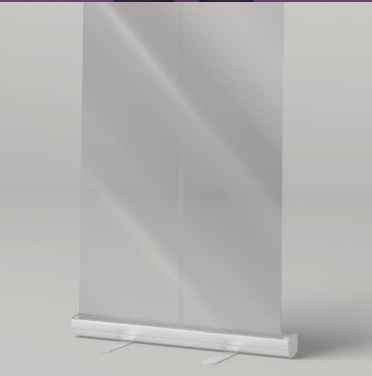
SIGNAGE

The importance of clear communications has never been stronger. Posters, window stickers, floor stickers and signage boards are all excellent solutions here.

DIRECT MAIL

People are being overwhelmed with virtual experiences. As a result, a physical flyer or leaflet can make an even stronger connection with customers than ever before. Make things even more tempting for clients by offering a delivery service for direct mail packages – so they have one less thing to worry about.





RE-OPENING BUSINESS PACKAGES

With every business that re-opens its doors, there's an opportunity for you. Make sure you are there for all your clients as they prepare their workplaces, advertise their re-opening, and nurture their business back to health.



STICKERS

Vinyl floor stickers have been extremely popular in creating one-way flows and marking 2-metre distances. Elsewhere, vinyl window stickers and window clings can help advertise re-opening dates. Window stickers can also act as a reminder to visitors of any new policies before they enter a building.

CLEAR PROTECTIVE BANNERS

Help your clients protect their staff and customers. Clear protective banners can create fantastic, temporary barriers at a moment's notice. Plus, they're easily portable and can be moved to wherever they're needed.



FLYERS & LEAFLETS

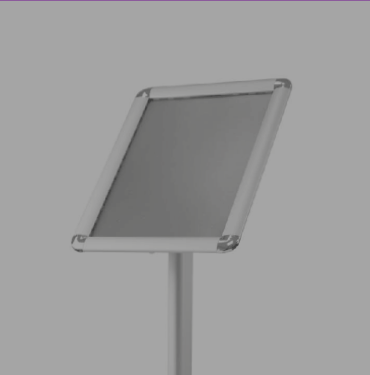
Create quick and easy direct mail campaigns to let people know that your clients are back in business. They can include information on any policy changes, or a voucher as part of a re-opening promotion.

DISPLAY MARKETING

Get your clients noticed with PVC banners, bollard covers, A-frames and other signage options. Products like these will help advertise your client's re-opening and bring them more customers.

TABLE-TOP SIGNAGE

Tent cards, table talkers, and strut cards are all very good at promoting a short message. Whether your client needs to promote an offer or simply a reminder of new hygiene policies, one of these ought to do the trick. Don't forget to suggest anti-bacterial lamination to your clients either.



ADDING VALUE WITH ADD-ON PRODUCTS

Print accessories are a brilliant way to boost order value. In fact, your clients will probably be looking for these anyway but didn't realise you could provide them. Think about getting a few of these nifty tools in and you'll always have something to cross-sell...

FLYER HOLDER

Turn a flyer into a sign in an instant. A flyer holder will make your client's message more noticeable and will protect their print.

LEAFLET DISPENSER

Instead of having a pile of leaflets on a counter or table, your clients can use leaflet dispensers for a more professional look.

INFORMATION POINTS

Create temporary displays or signs with an information point. Easy to move and set up, hard to be ignored!



SNAP FRAMES

Offer a no-fuss solution to poster displays. Clients can quickly update artwork as required while still keeping things neat and professional.



CEILING HOOKS AND LOOPS

Perfect when combined with a lightweight board like Foam PVC, these little things mean clients can hang signage from the ceiling, instead of taking up more wall space.



SUCTION CUPS

Offer these as a cost-effective solution to temporary window signage. They're easy to take down without damaging glass or acrylic surfaces.

WHY OUTSOURCING CAN HELP YOU TO DIVERSIFY

One of the hardest parts about diversifying your product range is working out the new production logistics. It's even harder these days because purchasing a new piece of machinery is a big investment and you may be restricting your outgoings. However, outsourcing can solve that problem for you, and more...

- ✓ No initial investment costs
- ✓ Quicker, more flexible product launches
- ✓ Efficient costing – pay on demand
- ✓ Assess demand for products before committing
- ✓ No additional time requirements from you
- ✓ No negative impact on current production capabilities

Get in touch today to see how we can help you gain all the benefits of outsourcing.

Call us on **0114 294 5026**, or email **sales@route1print.co.uk**



PRICING LIKE A PRO

With your product offering sorted, the next thing to look at is your pricing structure. Finding the right pricing approach for your company is critical to your rebuild plan. Get the balance right between competitiveness and profitability and you can dramatically influence your rate of growth!

MAINTAIN A CLEAR PROFIT MARGIN

First things first, you need to ensure that you are making a profit of some kind at all times. Calculate all the costs that go into each product. Be sure to include indirect costs such as staff wages and other overheads.

Once you've established your costs, you can establish a baseline price and secure a guaranteed profit. Beyond that baseline price, you can increase as much as you like to increase profitability! Just be aware that you want to keep prices competitive too.

MONITOR THE COMPETITION

In order to maintain your competitiveness, you need to know what you're up against. You should keep an eye, not just on their prices, but their general product offering too. Many competitors will have diversified in the last year, trying to reach more customers and keep up with the changing times.

Price is obviously a very important factor of competition, but it's not the only thing you can compete on...

COMPETE ON VALUE

Consider what else you bring to your service aside from being the cheapest option out there. Customers may be willing to pay more for what they consider to be better value. For example, maybe you offer faster turnarounds, a wider range of stocks, or a more personalised service.

If cutting your prices causes you to risk your baseline profit, it's time to think about how you can add value instead.

BE FLEXIBLE

Above all, when assessing your pricing structure, remember that prices can always change. Reassess your prices regularly. Monitor the competition's movements and monitor product performance. You can raise prices to increase profitability and you can lower prices to tempt in more customers.

If we've learnt anything from the past year, it's that flexibility is key to survival.



YOUR MARKETING CHECKLIST

You should now be all set to open your doors again. And just how do you get customers through those doors? With a killer marketing campaign, that's how!

There's so much that you can do to get the message out there. Take a look at our checklist and make sure you haven't missed any opportunities...

- Update your opening details online.
- Email your existing customer base.
- Make a display in your shop window.
- Post on social media – use all the local hashtags and share to local group pages.
- Refresh your online advertisements.
- Refresh your print advertisements.
- Send a direct mail piece to everyone in your local area.

Create a partnership with another local business so that you can support each other – perhaps a local designer or marketing agency.

In all your marketing, the key messages to get across are your re-opening date, any important changes to your service, and of course, any tempting re-opening promotions!

THE SECRET TO A KILLER CAMPAIGN

Take your marketing up a level with one important trick – keep your visual aesthetics consistent across all marketing channels. That is, use similar imagery, colours, fonts, and the same tagline in all your advertisements, emails, social posts, and direct mail pieces. This creates a sense of cohesion – everything fits together as part of one campaign. Not only does it increase campaign memorability, it also does amazing things for your brand awareness!

FREE RESOURCES

Remember, creating a marketing campaign is easy with our free templates and stock images. Download all you need from our **Reseller Tools** and you'll be saving time, energy and money – so you can concentrate on all the other jobs on your to-do list. Plus, we have a host of COVID-19 specific resources to help at this crucial time – head to our **COVID-19 Essentials** hub for free resources, advice, and artwork.



SOLID SALES STRATEGIES

Finally, once you've marketed your way to fame, it's time to get those orders over the line with a few cheeky sales strategies!

UPSELLING & CROSS-SELLING PRINT

Upselling = upgrading a customer's current order for a more profitable version.

Cross-selling = adding another related product onto their order.

Upselling and cross-selling are your bread and butter when it comes to increasing order value – you should become comfortable with both techniques. Keep our three simple rules in mind, and you'll be turning £20 orders into £50 orders with ease...

Rule #1: Be genuine at all times.

Obviously, you want them to spend more, and you may be pushing their budget a little, but never offer them something which won't actually help them. With print, there's always something that can help – you just need to find it.

Rule #2: Let them see the connection.

Make it clear to your customers how you got from A (the product they came to buy) to B (the upgrade or extra product you're trying to sell them). This way, they'll understand the relevance and will be more tempted to add it on to their order.

Rule #3: Sell the benefit.

It's no good if you just tell clients that Spot UV is amazing, they need to know *why* it's worth the extra money. If you make it sound useful to them, they'll find it harder to say no. For example, Spot UV makes a product more tactile. Tactile print is more memorable and less likely to be thrown away, so they'll be more likely to get their message across.

PRO-ACTIVE SALES = PROFITABLE SALES

Now more than ever, you need to be chasing sale opportunities with a pro-active attitude. When businesses are struggling, which they may well be at the moment, print isn't necessarily the first thing on their minds. However, we believe that print is crucial for getting businesses back on their feet – your customers might just need some help to see that.

Instead of waiting for customers to come to you, don't be afraid to get in touch with them first. Remind them of all the benefits you have to offer them. Explain how print can solve the challenges they're facing. Keep reading for more tips on how to prospect work.

Then, when a quote has been issued, don't let your clients forget about it! Send reminders and keep up the conversation until you get that sale over the line. If you're not used to doing this, why not download our [Free Quote Tracker](#) Tool to get you started?

PROSPECTING DO'S & DON'TS

When reaching out to clients about potential work, or even new clients, keep these top tips in mind...

- ✔ **Prepare** – settle yourself into the right mindset, organise your environment so that you won't be distracted or interrupted, and research the company you're about to speak to.
- ✔ **Be brief** – get to the point quickly and concisely so that they haven't mentally switched off by the time you get there.
- ✔ **Ask questions** – bear the 70/30 rule in mind; talk for 30% of the time and get your client to talk for the other 70% through effective questioning. Find out what their goals are, what challenges they're facing, and what options they've already considered.
- ✔ **Organise a follow-up** – end the conversation with a definite action plan and a date for your next call if needs be. Always send an email to summarise the conversation and confirm those actions/dates.
- ✗ **Don't be dishonest** – if you want clients to become return customers (which you always do), then you must treat them with respect. Don't promote the most expensive option just because it's the most expensive option. Remember the need to be genuine from our upselling and cross-selling section.
- ✗ **Don't take rejection personally** – not every sales conversation is going to end successfully for you. Don't dwell on it. Simply move on to the next opportunity.



READY TO MAKE 2021 THE YEAR OF REJUVENATION?

With this guide under your belt, we hope you now have the beginnings of a rebuild plan. For more detailed advice, you can always head to our [Reseller Hub](#) where we host all our best tips for print business growth. Our dedicated team of Account Managers are also on hand to answer any questions, big or small, whenever you need them. Plus, don't forget our [COVID-19 Essentials](#) hub too for resources specifically design to support you through this challenging time.

We look forward to working with you more throughout 2021, and supporting your rejuvenation journey!

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