

# WELCOME TO

## Path to Profit



By

# David King

## Commander of Results



# You Have 2 Choices

## Choice One


You Purchase The  
Equipment  
And You Make the  
Graphics

## Choice Two

You Out Source  
The Graphics  
To Another  
Company




# You Have 2 Choices



Premier Executive  
★★★★  
» Logout

Account
Orders
Estimates
Addresses
BEPO
Rewards
Favorites
Price Match
Con4rm




Cart is Empty

WORKSPACE
COMPANY
RESOURCES
CONTACT
MAILING
LOYALTY PROGRAM
MYMARKETING

Home » Your Workspace » Grand4Mat
Go to 4over.com

**STEPS**

- 1** Our ordering process is very simple. Start here with our product builder.
- 2** Choose the specs and options for your product. Your prices change based on your choices.
- 3** After choosing your options you can purchase and upload your artwork.



Outdoor Banners can be used for billboards, building wraps, banners, trade show signage and more. Waterproof and durable use them outdoors and indoors.

**BASE PRODUCT:** Outdoor Banner [What's This?](#)

Medium Type	# of Sides
13oz. Scrim Vinyl Banner - Matte	one
13oz. Scrim Vinyl Banner - Matte (Long Runs)	one
8oz Mesh Banner	one
8oz Mesh Banner (Long Runs)	one

**Options**

FLAT SIZE SHOWN IN FEET  IN INCHES?

Width : 8' 0" 8' 0" Wide

Height : 3' 0" 3' 0" High  
(24 square feet)

Quantity : 1 (min. QTY)

Turn Around Time : 2-4 Days  
\*For Production Only

Finish options - Pole Pockets

Finish options - Grommets and Hems

Hems : All 4 Sides

Grommets : Every 2 ft.

NEXT STEP





Selected Finishing Options:  
**All 4 Sides**  
Every 2 ft.

SUBTOTAL

\$38.81

price per unit  
\$38.81

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# You Have 2 Choices

## Choice One

### Banner

Ink \$.30 per sq. ft.

Banner \$1.00 per LF

Grommets = \$.10 each

Banner Tape = \$.10 per LF

8' x 3' = 24 sq. ft.

Your Cost \$19 or \$.79 per sq. ft.

Produced TODAY!

vs.

Outsource = \$38.81 plus \$15 in shipping

\$53.81 or \$2.24 per sq. ft.

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# What \$ Does it Take to Get Into Large Format Graphics?

60" Printer	\$15k to \$30k
60" Laminator	\$12k to \$30k
60" Die Cutter	\$5k
Panel Saw	\$3k
Light Table	\$6k
Misc.	\$10k
Good Consultant	\$7k
Typical Cost	\$60k



# What Technology & Resources Does it Take

Space	1000-1500 sq. ft.
PrePress	Know Files & Color
Design	Ability to Design
Printer Operator	Able to Pickup 100lb Rolls
Finishing Person	A Detailed Person
Installer	Outsource?
Sales People	\$350k after 9 months



# What is The Potential

## Printer Speed?????

Set Printer at Best Speed for All Work  
Starting Printing and Measure 60 seconds  
NOW YOU HAVE A SPEED LIPM

6 LIPM means in 1 hour you can print 30 linear feet. Typical roll nets about 75%. Average Sell Price for Digital Graphic is \$5 so with a COGS at 25% your Net Profit per printer is \$3.75 sq. ft. This printer can produce \$337.50 per hour.

For an 8 hour 5 day week	\$140,400 per year
For a 16 hour 5 day week	\$280,800 per year
For a 20 hour 5 day week	\$351,000 per year

Must Have A Good Printer that can run at night un-attended!



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# Employee Ratio

\$110,000 per Employee

# Sales Walls

\$100,000

\$250,000

\$750,000

\$1,200,000





# How do you COST the Print

ALWAYS cost the Prints by the Linear Foot

You Sell the prints by the sq. ft.

1. Ink Cost - 1 Liter of ink divided by 750= CPSF
2. Media Cost - Length of roll divided by cost
3. Laminate Cost - Length of roll divided by cost
4. Board Cost – 48” x 96” use 25 sq. ft.



# Typical Market Sell Prices

## Market Prices - Soft Goods

Product	Retail	Street	Lowest
Banner 13	\$7.00	\$4.00	\$1.10
Banner Mesh	\$8.00	\$8.00	\$3.00
Fabric	\$12.00	\$10.00	\$5.00
Floor Graphics	\$12.00	\$10.00	\$6.00
Wall Paper Vinyl	\$10.00	\$7.00	\$3.00
Wall/ Barricade Wrap	\$8.00	\$6.00	\$2.00
Lambda Print Only	\$10.00	\$6.00	\$1.50
Vehicle Wrap	\$12.00	\$8.00	\$5.00
Window 1 Layer	\$12.00	\$10.00	\$6.00
Window 2 Layer	\$20.00	\$15.00	\$12.00

## Market Prices - Hard Goods - Solvent with Laminate

Product	Retail	Street	Lowest
Foamcore	\$14.00	\$10.00	\$6.00
Coroplast	\$14.00	\$10.00	\$6.00
PolyStyrene .040.060	\$14.00	\$10.00	\$6.00
PolyStyrene .080	\$20.00	\$15.00	\$10.00
Gator 3/16"	\$20.00	\$15.00	\$10.00
Sintra/PVC 3mm	\$20.00	\$15.00	\$10.00
Gator 1/2"	\$24.00	\$19.00	\$14.00
Dibond 3mm	\$30.00	\$25.00	\$20.00
Magnet	\$25.00	\$20.00	\$15.00

DOUBLE SIDED GRAPHICS add 50%

## Market Prices - Hard Goods - Direct Print

Product	Retail	Street	Lowest
Stop Light	\$10.00	\$7.00	\$3.00
Foamcore	\$9.00	\$6.00	\$3.00
Coroplast	\$9.00	\$6.00	\$3.00
PolyStyrene .040.060	\$9.00	\$6.00	\$3.00
Gator 3/16"	\$15.00	\$10.00	\$5.00
Sintra/PVC 3mm	\$15.00	\$10.00	\$5.00
Gator 1/2"	\$19.00	\$15.00	\$9.00
Dibond 3mm	\$25.00	\$20.00	\$15.00
Magnet	\$20.00	\$15.00	\$10.00

There are other products in the Soft & Hard Goods categories that I did not cover. The products here are the most popular.



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# Volume Discounts

Discounts MUST BE ON SQ. FT. Volume ONLY

1 to 49 sq. ft.	=	\$0 off Retail
50 to 99 sq. ft.	=	\$1 off Retail
100 to 149 sq. ft.	=	\$2 off Retail
150 to 199 sq. ft.	=	\$3 off Retail
200 to 249 sq. ft.	=	\$4 off Retail
250+	=	\$5 off Retail





# Customer Discounts

## Discount Extended to Customers

Retail Clients	=	0% off Sale
Term Clients	=	10% off Sale
High Volume Clients	=	20% off Sale
Resellers	=	25% off Sale



# How to Cost the HIGH Volume Jobs

A COST UP Model is best for these jobs

1. Determine the Value of Each Machine with Labor
  - Solvent Printer \$100 to \$150 per hour
  - Flatbed Printer \$200 to \$400 per hour
2. Cost the Materials and add 10% for waste/errors
3. Determine the time needed to print the job
4. Multiple the print time by the machine VALUE
5. Add the Material Costs and the Machine Value

Example: 400 22" x 24" Sintra Prints on Flatbed

- a. 50 sheets + waste (55), of Sintra @ \$20 each = \$1,100
- b. 1,615 sq. ft. of ink @ \$.30 per sq. ft. = \$484
- c. 4 sheets per hour print speed = 13.75 hours
- d. 13.75 x Flatbed = \$3,437 plus cog = \$5,021
- e. TOTAL = \$12.55 each board or \$3.41 per sq. ft.!

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# Good Sales People



# Where To Find Good Sales People

Internally

Then Go To Craigslist  
Then LinkedIn

Your Looking for:  
Magazine Sales People  
News Paper Sales People  
Radio Sales People

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# Sales Commissions

Sales People Need To Be Rewarded  
Based On How Aligned Theirs Goals Are  
To The Companies Goals

0% to 10% off Sale	=	Full Commission 15%
11% to 20% off Sale	=	10% Commission
21% to 30% off Sale	=	5% Commission
31% or Higher	=	Discussion

Base Salary I paid was \$24,000 per year



# Sales Commissions

The Average Sales Person runs at 10% of Gross Sales

At \$350,000 in sales plus the base salary

\$350,000 x 10%	=	\$35,000
Base Salary	=	\$24,000
Total	=	\$59,000

\$350,000 = \$6,800 a Week or 9 Sales a Week

Non-Recoverable Draw Against Commission for first 90 Days

Recoverable Draw Against Commission from 91 to 180 days



# ROI

What Can You Expect As Your ROI

When you first start with Large Format Graphics

**50% COGS**

As you become efficient - \$250,000

**25% COGS**

**EVERY \$100 Sold  
\$65 Goes to Gross Profit!**

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# ROI

## What Did You Get Back for Your \$60,000 Investment?

25% Efficient & Sales Experience

1 Sales Person = \$198,000 GP

2 Sales People = \$396,000 GP

3 Sales People = \$594,000 GP





# BUSINESS RULES!

## ✓ Know Your Limits!

- ✓ Always Ask Your Customers What They Expect From Their Graphics
- ✓ Color is FREE, You Only Pay For The Materials
- ✓ Always Make It Clear as to What You Will Do for Them and How Much it will Cost
- ✓ Know Your Printer Speed - So You Can Calculate Job Time
- ✓ Just Because Someone Else Can Do The Job for LESS, Does Not Make It Better



Show  
Me The  
MONEY



# QUOTE THE JOB?

- Must Have Accurate Measurements
- Must Know How The Graphics Are Being Displayed or Used
- Must Know What Materials You Will Need To Use
- Must Know if You Need To Install The Graphics
- Must Know if You Need To Design The Graphics
- What Could Stand In The Way of This Sale

THE MORE YOU KNOW,  
THE BETTER YOUR CHANCES ARE OF GETTING THE JOB!





# I Use A Contact Manager

The screenshot shows a contact manager interface with a sidebar on the left and a main content area on the right. The sidebar contains navigation options like Home, Calendar, My Calendar, Users & Resources, MK Team, Contacts, People, Companies, and various filters. The main content area is divided into three panes: 'My Calendar', '1-New Jobs', and 'People'. The 'People' pane is active, displaying a list of companies and a detailed view for 'Harpoon Brewery'.

**Companies List:**

- 1 First Line Pro Answering Services (Worcester, MA)
- 360 Signs (Austin, TX)
- 3C's Collision (Cortland, OH)
- 4 Over, Inc. (Glendale, CA)
- A & J Auto Clinic Inc (Quincy, MA)
- A Sign & Graphics (Hardwood, MD)
- AAA Signage (Medford, MA)
- ABC Signs (Appomattox, VA)
- Academy Glass Svc (Ayer, MA)
- Accent Banner (Medford, MA)
- Access Bolton Television (Bolton, MA)
- Accounting Solutions, Inc. (Worcester, MA)
- Acme Auto Body Repairing, Inc. (Leominster, MA)
- Act Fastening Solutions
- ACT Secured E-Recycling (Lawrence, MA)
- Action Unlimited (Concord, MA)

**Harpoon Brewery Details:**

- category: 3-P.A.Y.S. Customer
- Work: 617.574.9551
- Work Fax: 617.482.9361
- Main: 306 Northern Avenue, Boston MA 02210
- details: The colors of the stock are: Green, White, Yellow, Pink, Blue, Manilla
- All tickets are printed on 100 lb stock.
- people: Adam Bailey (Creative/Designer), Charlie Storey (Executive/Owner), Ed Valenta (Executive/Owner), Ellen O'Reilly (Marketing), Fitz Granger (Operations)
- projects: Harpoon Brewery-Beer Tickets-MM070905, Harpoon Brewery-October Fest Tickets-KK080903K8, Harpoon Brewery-St. Patricks Day Tickets-DK080131K8, Harpoon Brewery-St.Patrick's Tickets-KK090126K8, Harpoon Brewery-Tickets-KK080410K8
- permissions: Public
- owner: David King

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# I Track The Jobs

The screenshot shows a web-based project management application. The top navigation bar includes a '+ New Project' button and a notification bell. The main interface is divided into three sections: 'My Calendar', '1-New Jobs', and 'People'. The '1-New Jobs' section displays a list of projects arranged by name, with 'PBD Events-Backdrop-DK150128' highlighted in blue. The right-hand panel provides detailed information for the selected project, including its status, due and start dates, a description of the project details, cost information, and company/permissions data.

Project	Progress
<b>PBD Events-Backdrop-DK150128</b>	
status	New
due	2/12/2015
start	1/28/2015
details	ok - here is the image and size for the seascape backdrop: it will be approx 11' x 23' wide - see crop below. the image is from getty: Creative #: 200511185-001.  Cost of image \$429 Grand Image Cost \$ Sell \$2,666.67 for the larger size, new size will be \$
companies	<a href="#">PBD Events</a>
permissions	MK Team
owner	David King
created	David King Today at 2:53 PM
modified	Today at 3:08 PM

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# I Organize My Files

Name	Date Modified	Size	Kind
▼ Harpoon Brewery-Beer Tickets-DK150128	Today, 12:14 AM	--	Folder
▼ Support	Yesterday, 11:51 PM	--	Folder
PO St Patricks Day.pdf	Yesterday, 11:51 PM	19 KB	PDF Document
Item Purchases.pdf	Yesterday, 11:50 PM	353 KB	PDF Document
▼ Final	Yesterday, 11:44 PM	--	Folder
▶ RE/MAX of Indiana-TBurns-DK150128	Yesterday, 9:40 PM	--	Folder
▶ PBD Events-Backdrop-DK150128	Yesterday, 3:25 PM	--	Folder
▶ MULTISPORT-Sponsor Signs	Yesterday, 2:16 PM	--	Folder
▶ Boston Public Library-Vinyl Samples-DK150124	Jan 27, 2015, 11:18 AM	--	Folder
▼ Quick Commission USA-Prize Wheels-DK150112	Jan 27, 2015, 9:51 AM	--	Folder
▶ Final	Jan 14, 2015, 12:02 AM	--	Folder
▼ Support	Jan 14, 2015, 12:02 AM	--	Folder
▶ Boston Public Library-Literary Landscapes-DK141121	Jan 27, 2015, 9:24 AM	--	Folder
▶ Boston Public Library-Map Panels-DK141201	Jan 27, 2015, 9:14 AM	--	Folder
▶ RE/MAX of Indiana-Remax Board-DK150126	Jan 26, 2015, 4:23 PM	--	Folder
▶ School Play - Morgan	Jan 26, 2015, 2:07 PM	--	Folder
▼ Atomic Design-Nike Foam Wall-DK150122	Jan 22, 2015, 5:13 PM	--	Folder
▼ Support	Jan 22, 2015, 5:13 PM	--	Folder
Nike Sole Wall.ai	Jan 22, 2015, 5:09 PM	4.2 MB	Adobe...ument
▶ Final	Jan 22, 2015, 5:08 PM	--	Folder
▶ Map for Cathy	Jan 22, 2015, 12:30 PM	--	Folder
▶ Boston Public Library-Fabric Map for Show-DK150121	Jan 22, 2015, 11:52 AM	--	Folder
▶ Boston Public Library-Totem-DK150120	Jan 20, 2015, 5:08 PM	--	Folder
▼ RE/MAX Andrew Realty Services-Mall Lease Banner-DK150112	Jan 14, 2015, 8:12 AM	--	Folder
▼ Support	Jan 27, 2015, 3:07 PM	--	Folder
logo PDF.pdf	Jan 27, 2015, 3:03 PM	93 KB	PDF Document
Logo word doc.docx	Yesterday, 3:03 PM	27 KB	Word
For Lease Sign.psd	Jan 16, 2015, 1:14 PM	26 MB	Adobe...ument
Mall TV Sign.psd	Jan 13, 2015, 10:55 PM	9.1 MB	Adobe...ument
IMG_4705.JPG	Jan 13, 2015, 11:38 AM	2.2 MB	JPEG image
IMG_4704.JPG	Jan 13, 2015, 11:38 AM	1.9 MB	JPEG image
▼ Final	Jan 16, 2015, 1:15 PM	--	Folder
For Lease Sign.tif	Jan 16, 2015, 1:15 PM	102.7 MB	TIFF image
Mall TV Sign.tif	Jan 16, 2015, 12:39 PM	12.3 MB	TIFF image
▼ Boston Public Library-Map Panels-DK150112	Jan 13, 2015, 11:57 PM	--	Folder
▼ Final	Jan 14, 2015, 12:12 AM	--	Folder
06_01_003693.tif	Jan 14, 2015, 12:12 AM	164.8 MB	TIFF image
06_01_003273.tif	Jan 14, 2015, 12:11 AM	186.3 MB	TIFF image
06_01_002600.tif	Jan 14, 2015, 12:07 AM	230.9 MB	TIFF image
▼ Support	Jan 13, 2015, 11:55 PM	--	Folder

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# My Invoices are CLEAR

**INVOICE**  Publish to iCal

Customer ⇄: Leominster Dek Hockey Terms ⇄: Net 10

Ship to : Leominster Dek Hockey  
P.O. Box 1066  
Leominster, MA 01453 Invoice #:

Date:   
Customer PO #:

Ship	Backorder	Item Number	Description	Price	Disc%	Total	Job	Tax
1		⇄SP Banner Mesh	SunPrint Banner Mesh - 30' x 8' Main Sign	\$1,920.00	50%	\$960.00		✓
1		⇄Installation	Installation - Man Lift for 1 Day, Remove	\$1,358.69		\$1,358.69		
4		⇄SP DiBond	SunPrint DiBond - 18" x 12" Emergency	\$37.50	50%	\$75.00		✓
1		⇄SP DiBond	SunPrint DiBond - 36" x 24" Visitors Bench	\$150.00	50%	\$75.00		✓
1		⇄SP DiBond	SunPrint DiBond - 48" x 18" Pro Shop Sign	\$150.00	50%	\$75.00		✓
2		⇄SP DiBond	SunPrint DiBond - 24" x 36" Welcome To	\$150.00	50%	\$150.00		✓
1		⇄Design	Design - Design new signs for orange Rink	\$100.00		\$100.00		

Installation - Man Lift for 1 Day, Remove Old Sign, Old Banner, Old PVC Signs, Fill Holes, Remove old Screws from Building, Install New Banner Sign, Install signs inside rink

Salesperson ⇄:  Subtotal: \$2,793.69

Comment:  Freight:

Ship Via ⇄:  6.25% Tax ⇄:

Promised Date:  Total Amount: \$2,877.13

Journal Memo:  Applied to Date:

Referral Source:  Balance Due: \$2,877.13

Invoice Delivery Status:

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# I Make It Easy To Pay Me



**The King and All The King's Men, Inc.**  
 dba MarketKing...Spinning Promotions...YouAreHereGraphics  
 1 Mountain Laurel Lane  
 Lancaster, MA 01523

Invoice #: **00612141**

Bill To:  
 Chris Housser  
 Leominster Dek Hockey  
 P.O. Box 1066  
 Leominster, MA 01453

Ship To:  
 Leominster Dek Hockey  
 P.O. Box 1066  
 Leominster, MA 01453

SALESPERSON	YOUR NO.	SHIP VIA	SHIP DATE	TERMS	DATE	PG.
David King	Orange Sign	MK Employee		Net 10	1/27/15	1
QTY.	ITEM NO.	DESCRIPTION	PRICE	DISC %	EXTENDED PRICE	TX.
1	SP Banner Mesh	SunPrint Banner Mesh - 30' x 8' Main Sign on Front of Building	\$1,920.00	50%	\$960.00	X
1	Installation	Installation - Man Lift for 1 Day, Remove Old Sign, Old Banner, Old PVC Signs, Fill Holes, Remove old Screws from Building, Install New Banner Sign, Install signs inside rink	\$1,358.69		\$1,358.69	
4	SP DiBond	SunPrint DiBond - 18" x 12" Emergency Exit Signs	\$37.50	50%	\$75.00	X
1	SP DiBond	SunPrint DiBond - 36" x 24" Visitors Bench Enter on Rink with Arrow	\$150.00	50%	\$75.00	X
1	SP DiBond	SunPrint DiBond - 48" x 18" Pro Shop Sign	\$150.00	50%	\$75.00	X
2	SP DiBond	SunPrint DiBond - 24" x 36" Welcome To The Property	\$150.00	50%	\$150.00	X
1	Design	Design - Design new signs for orange Rink	\$100.00		\$100.00	
King of Printing & Graphics			SALE AMT.		\$2,793.69	
We are pleased you have chosen us for your work. All Balances Not Paid Within 30 Day Will Be Charged 1.5% Per Month. All delinquent accounts will be subject to any & all reasonable expenses to collect the debt, to include agency & attorney fees.			FREIGHT		\$0.00	
			SALES TAX		\$83.44	
			TOTAL AMT.		\$2,877.13	
			PAID TODAY		\$0.00	
If you wish to pay by VISA or Mastercard, please complete the information below and FAX back to MarketKing at 978-840-4400.			BALANCE DUE		\$2,877.13	
Please Charge: \$ _____ To My: MasterCard VISA Credit Card Zip Code: _____						
Card #: _____ Expire Date: ____/____/____ CVV #: _____						
Name on Card: _____ Signature: _____						

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# Color & Files



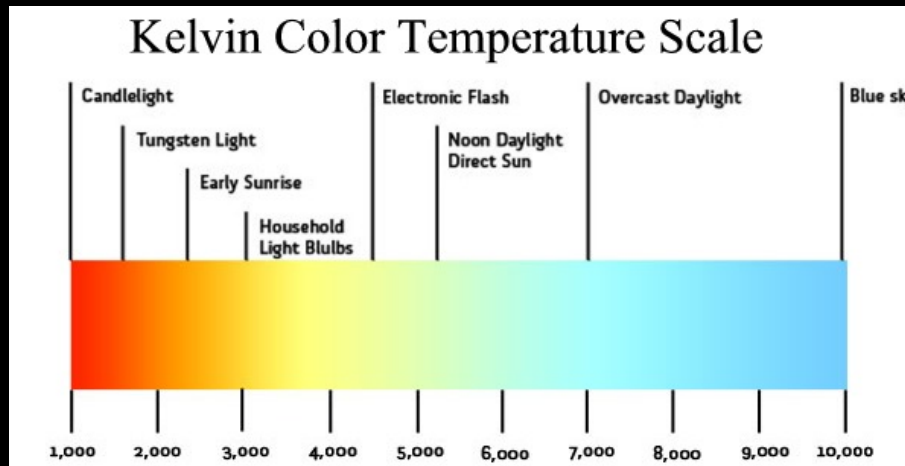
# Color Rules

1. Lighting – 5000k
2. Media – WHITE MEDIA
3. Media – Finish Matte or Gloss
4. INK – OEM or After Market  
- Solvent vs Solid Ink
5. Humidity and Temperature
6. RIP
7. Profiles
8. Lamination/Coating



# Light Affects Color!

You SHOULD ALWAYS view Graphics in 5000k light

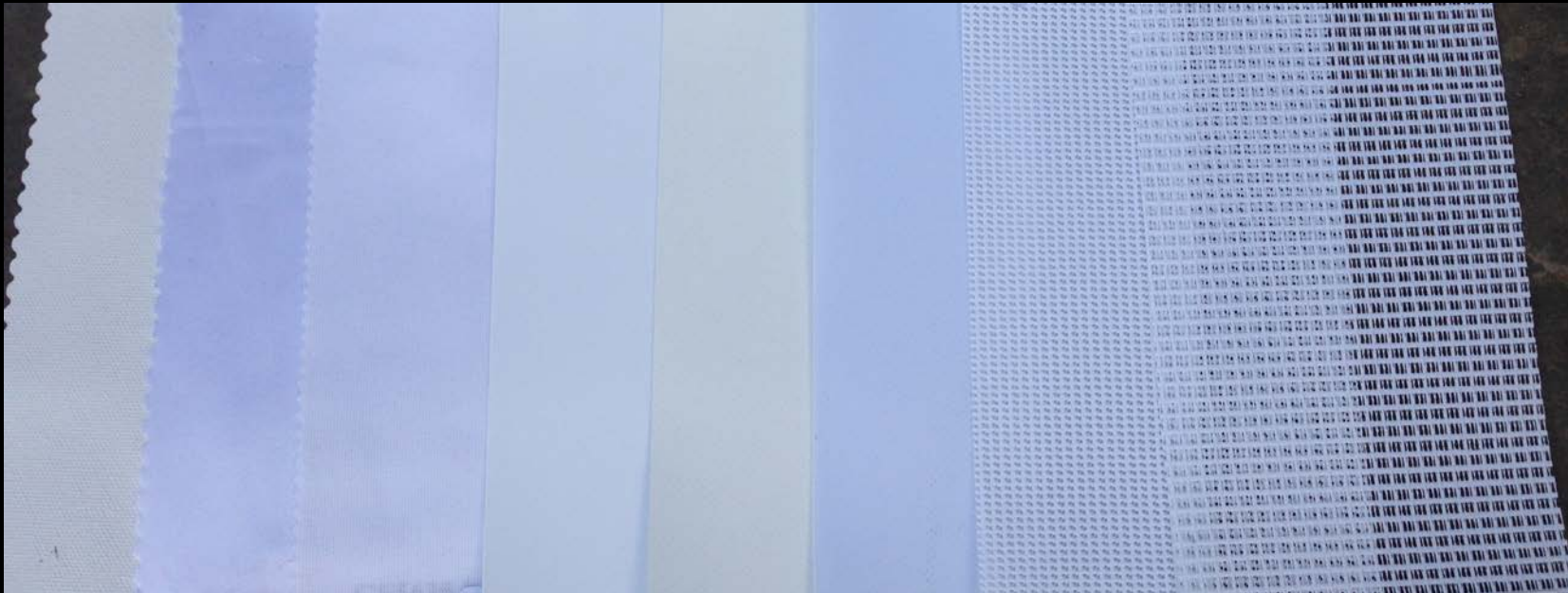


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# Media Color

The Whiter the Media – The Better The Print!



Canvas – Satin - Poly - Banner - Backlit - Mesh



# Media

## Matte

Stronger Ink Bond to the Media

Faster Drying

Reduced Chance of Scratching

Better Coating Adhesion

## Gloss

Brighter Colors

Smoother Finish

Better Sell for Some Jobs



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# INK



Solvent Ink is more Translucent  
Latex Ink is more Solid Color  
UV Curable Ink is Solid  
DyeSub is Not Ink



Latex vs Dyesub

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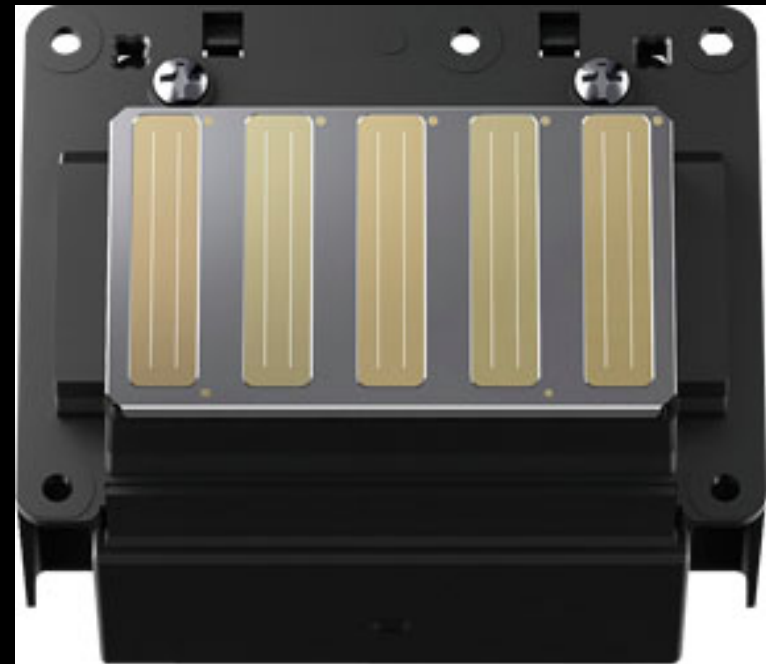
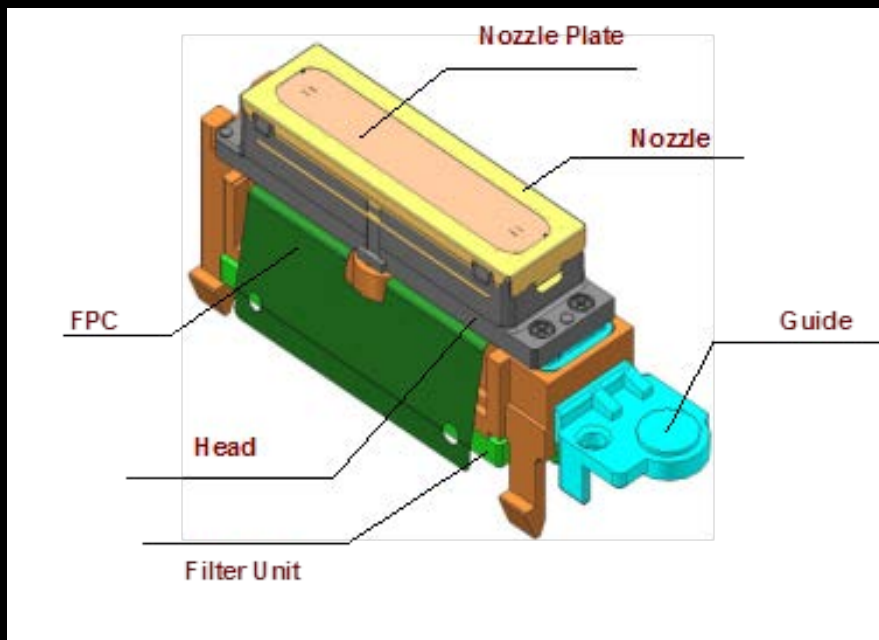
# Backlit

Proper Backlit that are Created for Outdoor Use, Must Have 2 Layers of Ink To Work Properly



# Print Heads

128 -256 nozzles per head



Heads Clog – This Affects Color and Consistency



# Printing Conditions

50% Humidity and 70 Degrees

Clean Room

No Carpet

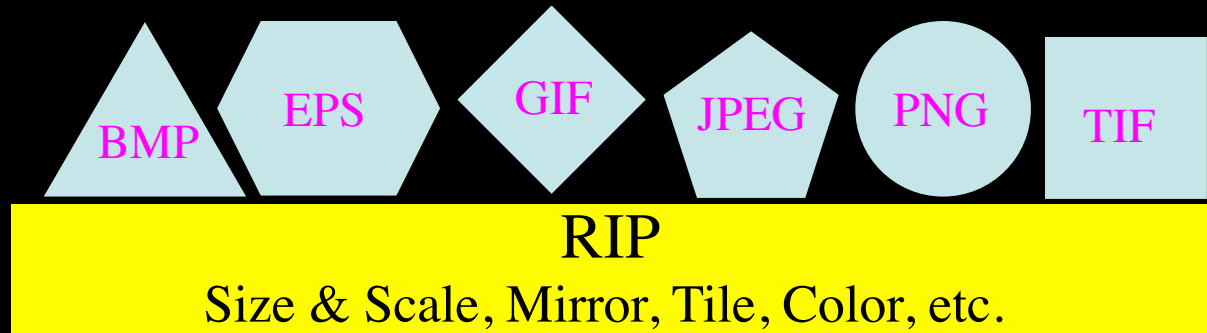
Keep Media in this Room

Use Take-Up Real NOT THE FLOOR!



# Raster Image Processor

Takes Your Files and Converts Them To Something Your Printer Can Understand



Converted to a TIF file for the Printer  
Based on the printers resolution  
This file can be HUGE!

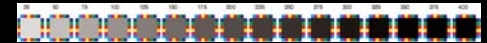
A 96" x 30" 100 ppi RGB (82 meg) file going into a RIP  
coming out to a 4 color 720dpi printer at 5.56 GIGs



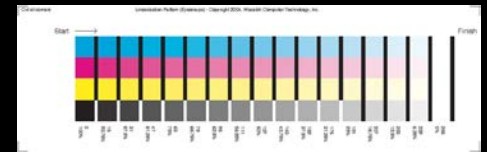
# Raster Image Processor

## Media Profile – What is it?

Ink Limit – 400% ink is MAX, and in most cases  
TOO MUCH INK



Linearize The Ink



ICC Profile



# Laminate or Coatings

Coatings Can and Do Change the Image



Gloss – Luster - Matte



# SOFTWARE

?????



# File Rules

1. File Types
2. Vector Rules
3. Raster Rules
4. Design for Print
5. What is Best
6. What Do I Do





# File Types

How Many Types of Files Are There?

Vector = EPS      Raster = EPS?

Vector = AI?

What is a PDF? Native or Scanned?

Vector = PDF?

What Happens to a Raster File in a Vector Program?

Raster = Photoshop?

Raster = BMP

Raster = GIF

Raster = PDF?

Raster = TIF

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# Vector File Issues

How Do You Handle Files?



Files Comes to us at PDF at 66” x 9” – Is to be printed at 88’ x 12’  
Your Choice is a follows:

Load into one of the following programs and you have:

Illustrator EPS = 612 megs

Photoshop EPS = 270 megs

Photoshop JPG = 10 megs

Photoshop PDF = 180 megs

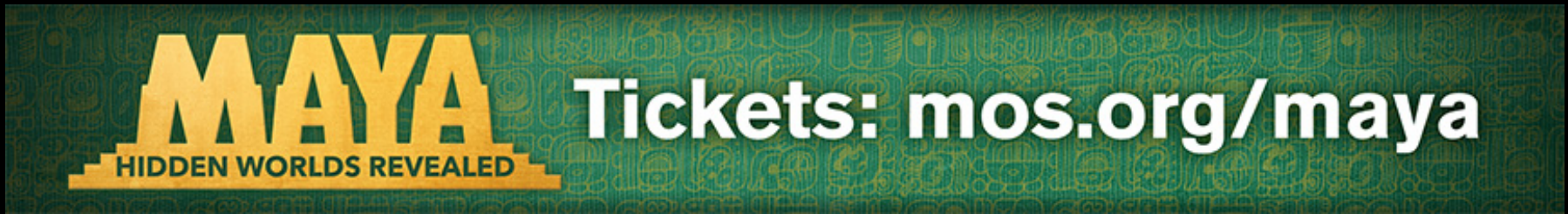
Photoshop TIF = 160 megs

**Final Print File Will Be Over 200 gigs!**

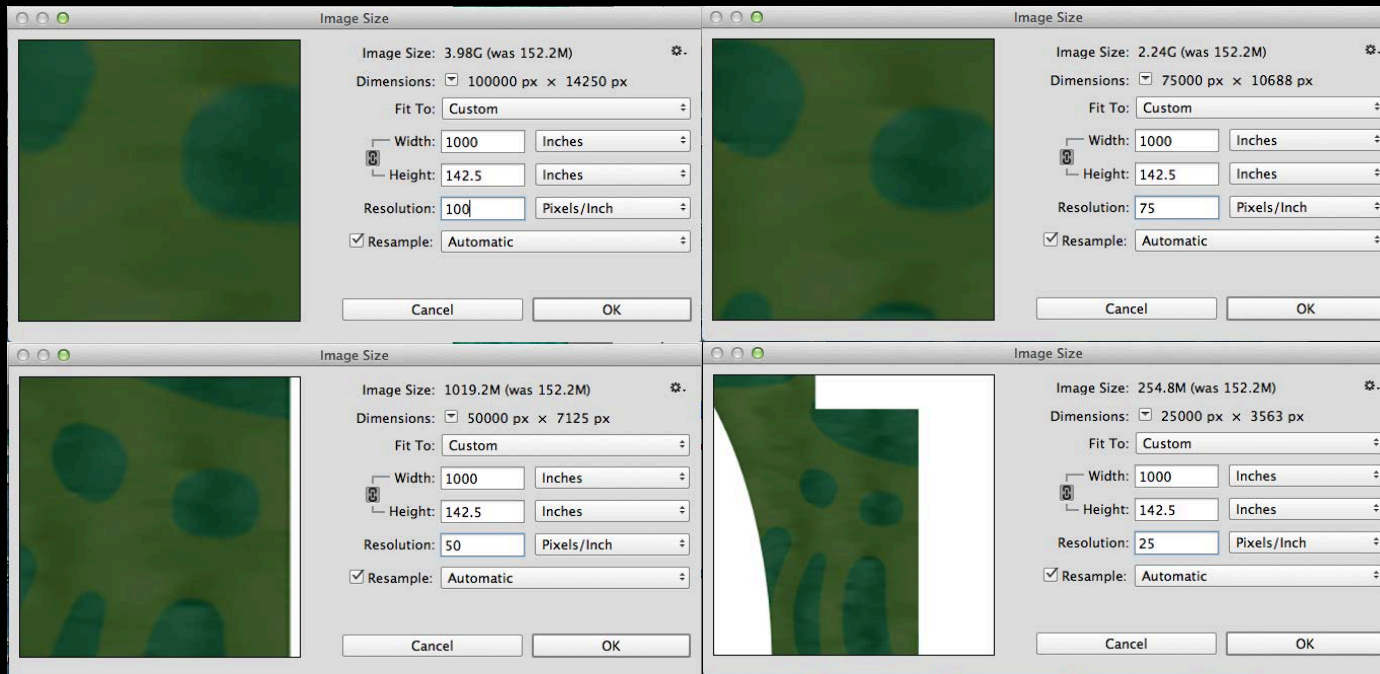


# Raster File Issues

## How Do You Handle Files?



Files Comes to us at PDF at 66" x 9" – Is to be printed at 88' x 12'



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(843.5464)



# Design For Print

What is Best?

Indesign?

Illustrator?

Photoshop?

What To Think About?

- 1 – Can You Scale The File to Full Size?
- 2 – Can you See The Print Size & Quality Before Printing?
- 3 – Can you add special effects without Issues?
- 4 – Who has the BEST Color Libraries?
- 5 – Can you convert all images to CMYK and see the results?
- 6 – Can you save the file in any format?
- 7 – Can you be Guaranteed the final print will look like your file?



# What Do I Do?

With 99% of All My Files?

Indesign?

Photoshop?

Illustrator?



# GREAT DESIGN RULES!

Live Area? Know It, Understand It, Respect It!

When Asked Say “Color if FREE, You Only Pay For The Material”

Resolution = 100 ppi at FINAL Size

Use PMS “Color Bridge Coated” Process to Pantone Book  
Have Your Clients Tell You What Color They Want

Speak Correctly – Files are Called VECTOR or RASTER!

The More You Help Your Clients Understand  
The More They TRUST YOU!



# MARKETING



# Marketing Paves The Road for Sales

## 7 Parts to Marketing

1. Business Cards
2. Signature on your Email
3. Answer the Phone
4. Samples
5. WEB Site
6. Vehicle Advertising



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# Business Card

Your cards must tell the reader what they get from you.  
Must be color and should use both sides!



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# Email Signature

YOU MUST HAVE A FULL and COMPLETE  
SIGNATURE on your EMAIL



**David King**  
**Commander of Results**

[www.TheMarketKing.com](http://www.TheMarketKing.com) | 978.580.7100 Cell | 1-888-THE KING (843-5464)

The King and All The Kings Men, Inc.

dba MarketKing...Spinning Promotions...YouAreHereGraphics

1 Mountain Laurel Lane | Lancaster, MA 01523

FTP Server = <http://www.hightail/u/MarketKing>

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# How to Answer the Phone



Thank You For Calling SunPrint Graphics, how can I make your day more profitable?

Good afternoon, thank you for calling SunPrint Graphics, this is David speaking, how may I make your day better?

Good afternoon SunPrint Graphics, David Speaking, how may I help you?



# Samples

**A HUGE WASTE  
OF TIME AND  
MATERIALS!**

If you are going to do samples, do a real sample of the clients work.



# WEB Site

HUGE VALUE – A MUST!

Your site must tell the world what YOU WILL DO FOR THEM, and show your work



On the Road with Dave King

**MK** Market**KING**  
Success Through Aggressive Marketing



**Large Format Graphics**

**Print Shop Make Over**

**Business Consulting**

**\$50,000**  
On Your Bottom Line  
**GUARANTEED!**

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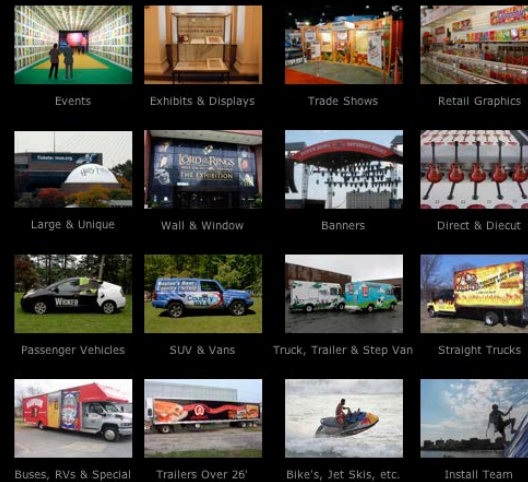


**MK** Market**KING**  
Success Through Aggressive Marketing

**PRINTING & GRAPHICS**

[HOME](#) [About Us](#) [Portfolio](#) [Expertise](#) [Contact Us](#)

## Our Portfolio



Events Exhibits & Displays Trade Shows Retail Graphics

Large & Unique Wall & Window Banners Direct & Diecut

Passenger Vehicles SUV & Vans Truck, Trailer & Step Van Straight Trucks

Buses, RVs & Special Trailers Over 26' Bike's, Jet Skis, etc. Install Team

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# Vehicle Advertising

The lowest cost of advertising and the best return on investment!



# SELLING



# SALES RULES!

## ✓ Know Your Limits!

- ✓ Always Ask Your Customers What They Expect From Their Graphics
- ✓ Find out what Colors Your Client Uses in their Logo – PMS?
- ✓ Color is FREE, You Only Pay For The Materials
- ✓ Two Types of Files – Vector & Raster (100ppi at FINAL SIZE)
- ✓ Always Make It Clear as to What You Will Do for Them and How Much it will Cost
- ✓ Just Because Someone Else Can Do The Job for LESS, Does Not Make It Better
- ✓ When a Mistake is Made, DO NOT LOOK FOR BLAME, Just FIX IT!





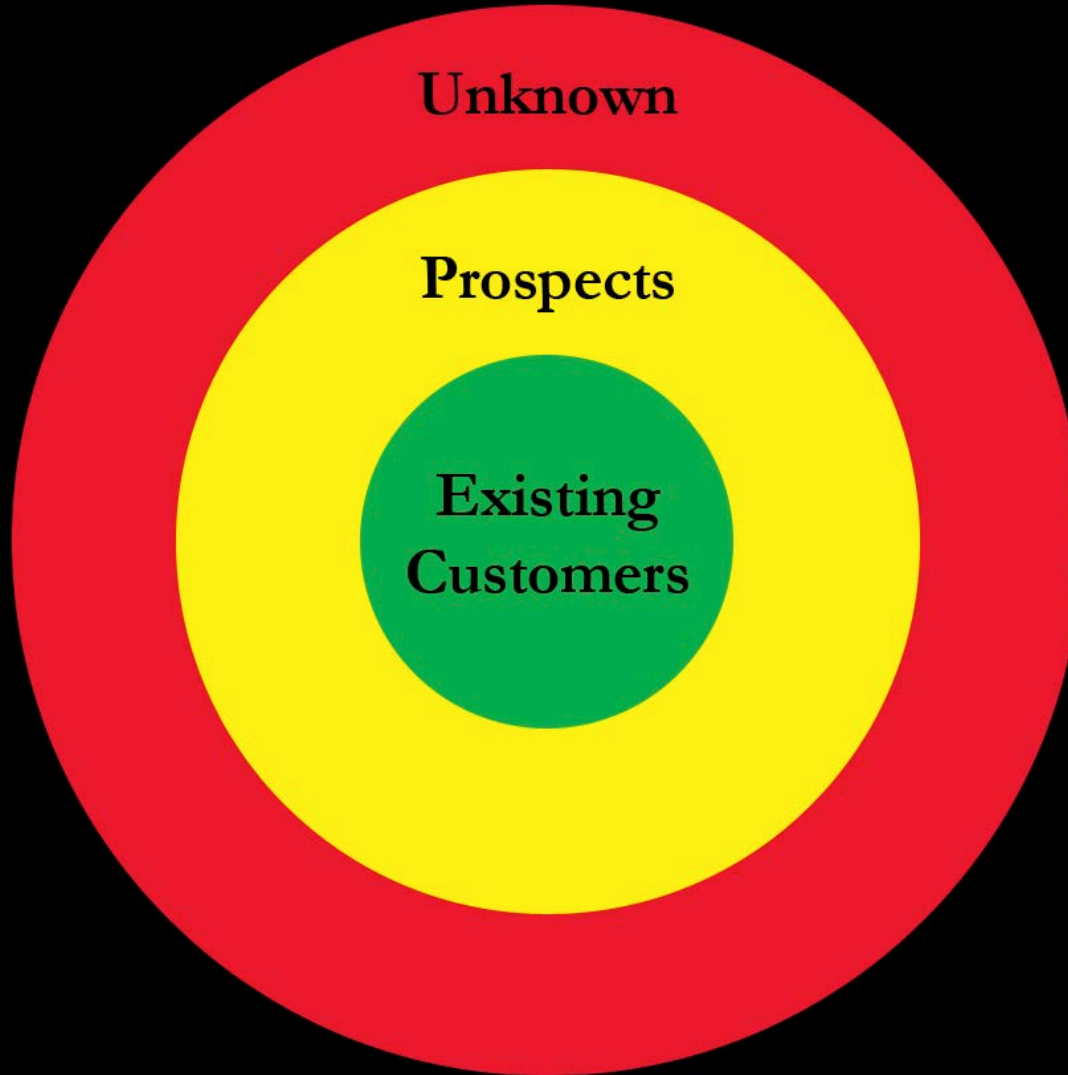
# SALES RULES! God Gave You



## Use Them Proportionally



# Who You Know?



# Where to Find NEW Clients

Best Markets are Manufactures

Go to: [www.InfoUSA.com](http://www.InfoUSA.com)

Search all Manufactures in your area

- Search a radius, start at 5 miles
- Exclude all service based business
- Get the more complete list
- Start marketing and selling to these companies

The screenshot shows the InfoUSA website homepage. At the top, it says "infoUSA" and "Speak with our Experts 800.835.5856". Below this is a navigation bar with links for "Mailing Lists", "Sales Leads", "Email Marketing", "Direct Mail Marketing", "Products & Services", "Sign In", and "Register". The main content area is divided into three columns. The left column is titled "Mailing Lists & Sales Leads" and features two sections: "BUSINESSES" with "17 Million Businesses" and "Find Businesses" button, and "CONSUMERS" with "210 Million Consumers" and "Find Consumers" button. The middle column is titled "Create a Marketing Campaign" and features "Email Marketing" and "Direct Mail Marketing" sections, each with a "Get Started" or "Learn More" button. The right column is titled "Quick Links" and lists various services like "Specialty Lists", "New Homeowners", "Physicians & Surgeons", "Bankruptcy Filings", "View All Specialty Lists", "Customer Analysis", "New Services!", and "Update My Listing". Below the main content area, there is a banner for "InfoUSA: Helping businesses find new customers for more than 40 years." followed by three sections: "Satisfaction Guaranteed" with a "100% Satisfaction Guarantee" badge, "Our Data Quality Process" with a "Data Quality" badge, and "Advertise on Google" with a "Google AdWords Certified Partner" badge.

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# Who To Call On?

Human Resources  
Operations or Manufacturing  
Public Relations  
Marketing



# Sales Tools

The Following TOOLS YOU MUST HAVE!



Fat Max 25' Tape



Digital Camera or Smart Phone



Pantone to Process Guide



Sales Kit



Pad of Paper and a Pen



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# What Can You Offer?

## Soft Goods

- Labor Intensive
- Installation Required
- More Susceptible to Damage
- Typically Do Not Last

1. Banners – Paper, Solid, Mesh, Indoor
2. Wall/Barricade Wraps
3. Wall Paper
4. Floor/Concrete/Table Graphics
5. Window/Clear Surface Graphics
6. Vehicle Graphics
7. Fabric Graphics

Street Price Range from  
\$1.25 to \$12



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# What Can You Offer?

## Soft Goods-Banner Indoor



# What Can You Offer?

## Soft Goods-Banner Solid





# What Can You Offer?

## Soft Goods-Banner Solid



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# What Can You Offer?

## Soft Goods-Banner Solid





# What Can You Offer?

## Soft Goods-Banner Mesh



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# What Can You Offer?

## Soft Goods-Banner Mesh



# What Can You Offer?

## Soft Goods-Banner Mesh





# What Can You Offer?

## Soft Goods-Banner Solid



# What Can You Offer?

## Soft Goods-Fabric



# What Can You Offer?

## Soft Goods-Fabric





# What Can You Offer?

## Soft Goods-Fabric



# What Can You Offer?

## Soft Goods-Barricade





# What Can You Offer?

## Soft Goods-Wall Wrap



# What Can You Offer?

## Soft Goods-Wall Wrap



# What Can You Offer?

## Soft Goods-Wall Wrap





# What Can You Offer? Soft Goods-Wall Wrap



# What Can You Offer?

## Soft Goods-Wall Wrap



# What Can You Offer?

## Soft Goods-WallPaper





# What Can You Offer?

## Soft Goods-Floor



# What Can You Offer?

## Soft Goods-Table





# What Can You Offer? Soft Goods-Concrete



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# What Can You Offer?

## Soft Goods-Window Perf



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# What Can You Offer?

## Soft Goods-Window Perf

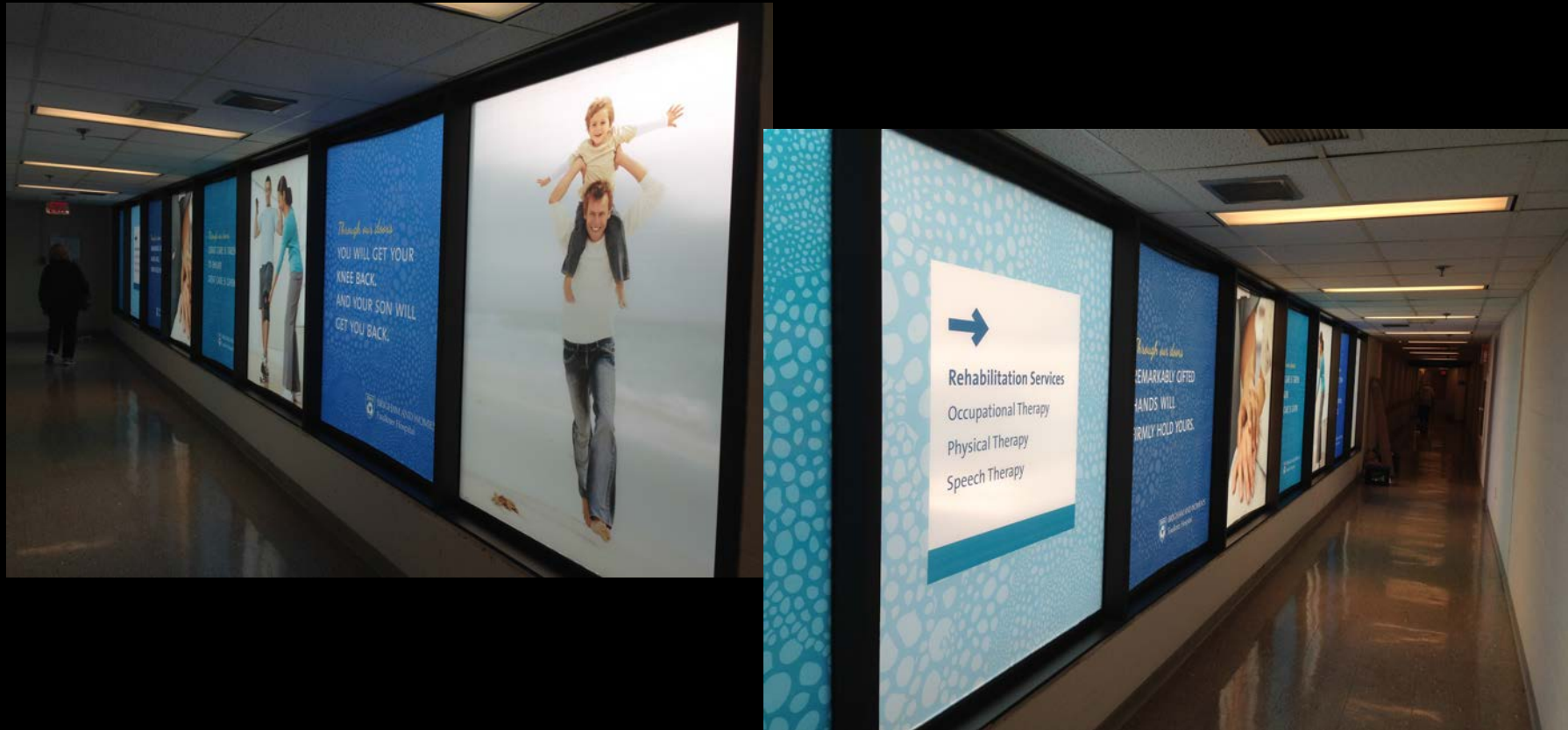


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# What Can You Offer?

## Soft Goods-Window Type & Text





# What Can You Offer?

## Soft Goods-Window No Type No Text



# What Can You Offer?

## Soft Goods-Vehicle Graphics



**Full Wrap**



**Part Wrap**



**Custom Cut**





# What Can You Offer?

## Soft Goods-Vehicle Graphics



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# What Can You Offer?

## Soft Goods-Vehicle Graphics



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# What Can You Offer?

## Soft Goods-Vehicle Graphics



# What Can You Offer?

## Soft Goods-Vehicle Graphics



Bus King (Drive Side)



Bus Queen (Pass Side)





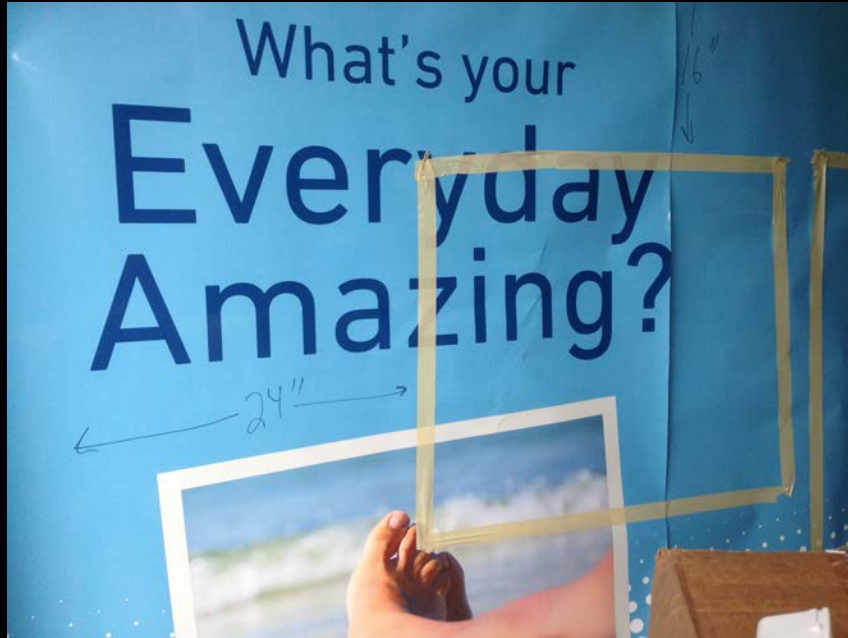
# What Can You Offer?

## Soft Goods-Vehicle Graphics



# TROUBLE?

## Vehicle Graphics



# TROUBLE?

## Vehicle Graphics



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# End Result

## Vehicle Graphics



# Color is Different? Vehicle Graphics





# What Can You Offer?

## Hard Goods

- Higher Cost Per Sq. Ft.
- Must Understand Application
- Many Choices for Same Application
- Multiple Ways To Print

1. Foamcore
2. Coroplast
3. PolyStyrene
4. Gator
5. PVC/Sintra
6. Gator ½"
7. MDO
8. Dibond
9. Plexi/Acrylic/PETG/Lexan
10. Magnet

Street Price Range from  
\$2 to \$30



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# What Can You Offer?

## Hard Goods - Coroplast



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# What Can You Offer?

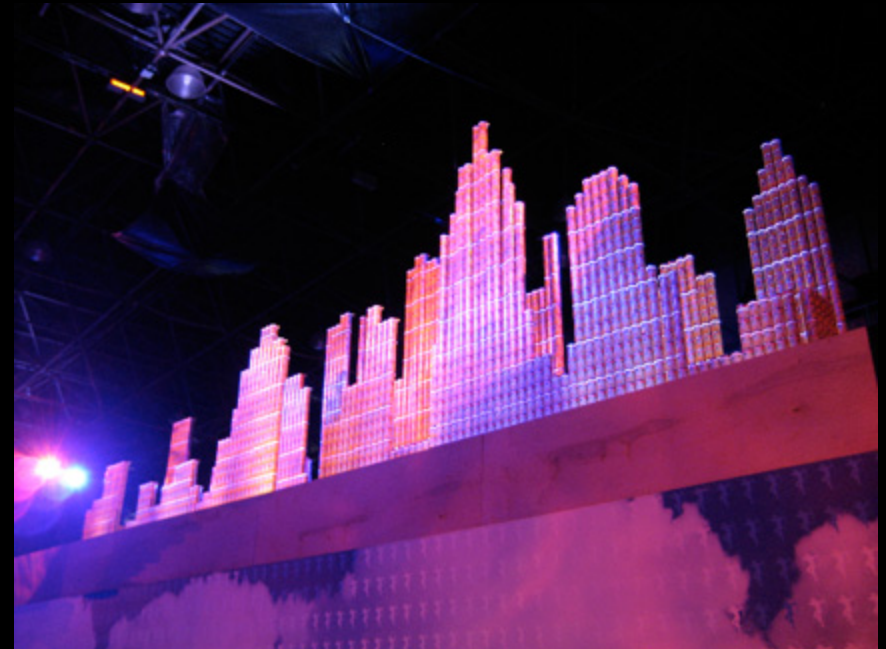
## Hard Goods - PolyStyrene





# What Can You Offer?

## Hard Goods - Gator



# What Can You Offer?

## Hard Goods - White Ink





# What Can You Offer?

## Hard Goods - Dibond



# What Can You Offer? Special Projects



# What Can You Offer?

## Special Projects





# What Can You Offer?

## Special Projects



# What Can You Offer? Special Projects





# What Can You Offer? Special Projects



# What Can You Offer?

## Special Projects





# What Can You Offer? Special Projects



# What Can You Offer?

## Temporary Graphics





# What Can You Offer?

## Temporary Graphics



# What Can You Offer?

## Signs & Graphics



# Sales Presentation

Take a Photo of the Opportunity, Then...

BEFORE



DURING



AFTER



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# Sales Presentation

Take a Photo of the Opportunity, Then...



BEFORE

AFTER





# Sales Presentation

Take a Photo of the Opportunity, Then...



BEFORE

AFTER



# You DON'T Sell Graphics You Sell Success!



# Print Shop MakeOver

Guaranteed to put \$50,000 on your  
**BOTTOM LINE!**



This Handout Can Be Found  
at our Web Site  
Click "On The Road with Dave King"

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