

WELCOME TO

How To Make Money with Large Format!



By

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Commander of Results



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	Typically Male
Finishing Person	Typically Male
Installer	Outsource?
Sales People	\$350k after 9 months



Employee Ratio

\$110,000 per Employee

Sales Walls

\$100,000

\$250,000

\$750,000

\$1,200,000



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



What are Large Format Graphics

Soft Goods

Typically Sell range from \$6 to \$12 per sq. ft.

Type Costs are from \$.13 to \$2.00 per sq. ft.

Hard Goods

Typically Sell range from \$10 to \$30 per sq. ft.

Typical Cost are from \$.60 to \$3.00 per sq. ft.



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



Soft Goods-Banners



Solid



Mesh



Indoor



Soft Goods-Wall/Barricade



Wall



Barricade



Soft Goods-WallPaper



Soft Goods-Floor/Concrete/Table



Floor Graphics



Concrete Graphics



Table Wraps



Soft Goods-Window/Clear



Soft Goods-Vehicle Graphics



Full Wrap



Part Wrap



Custom Cut



Soft Goods-Fabric



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



What Can You Offer?

Hard Goods - Coroplast



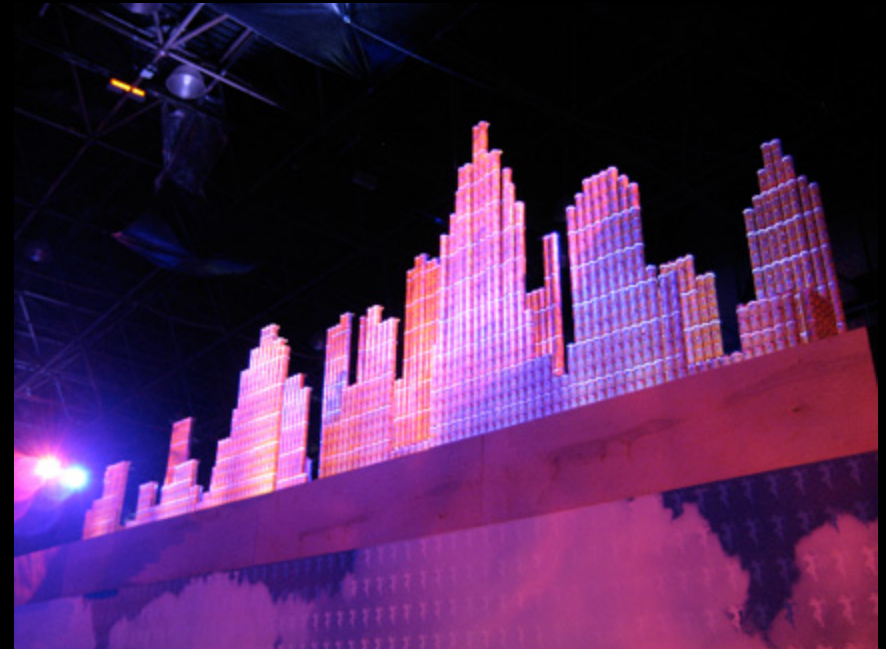
What Can You Offer?

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



How Should You Setup Your Books

Expenses vs. Cost of Good Sold?

Expenses are the money expended each month to run your business. This includes ALL expenses that you MUST PAY to keep your business running.
 Cost of goods sold are the money spent on items and services that are DIRECTLY related to producing a sale.

Expenses

6-1000 Marketing -Print, Advertising, WEB, Radio, etc.
 6-1080 Contributions and Donations
 6-1200 Dues & Subscriptions
 6-1230 Contributions & Donations
 6-1250 Auto-Parking, etc.
 6-1275 Fuel - Mileage
 6-1300 Equipment Lease
 6-1350 Equipment Rental
 6-1400 Insurance
 6-1500 Interest
 6-1600 Late Fees Paid
 6-1650 Bank Fees
 6-1700 Leasehold Improvement Expense
 6-1800 Legal & Accounting
 6-1850 Visa/MC/Amex/Discover Fees
 6-1900 License Fees
 6-2000 Maintenance & Repairs
 6-2050 Computer Maintenance
 6-2100 Media Bookings
 6-2200 Office Supplies
 6-2250 Computer Supplies
 6-2300 Postage & Delivery
 6-2400 Rent
 6-2450 Shrinkage/Spoilage
 6-3000 Depreciation Expense

6-5100 Payroll
 6-5110 Wages
 6-5120 Employee Day Care Expense
 6-5130 Employer Expenses
 6-5140 Payroll Service
 6-5150 FICA-Employer
 6-5160 Employee Medical
 6-5170 Employee Dental Expense
 6-5180 SUI Taxes
 6-5190 FUTA
 6-5199 Employee Expense
 6-5200 Telephone
 6-5250 Cell Phone Expense
 6-5275 Waste Removal
 6-5300 Travel
 6-5375 Meals & Entertainment
 6-5400 Utilities
 6-5410 Gas/Oil
 6-5420 Electricity
 6-5430 Water
 6-5440 Internet Services
 6-5500 Depreciation Expense
 6-5600 Discounts
 6-5610 Discounts Given
 6-5620 Discounts Taken
 6-7000 Miscellaneous Expense
 6-8500 Bad Debt
TOTAL EXPENSES \$ _____

Cost of Goods Sold

5-1000 Media Billing Costs
 5-1100 Equipment Sales Expenses
 5-1200 Design Cost
 5-1400 Offset Printing Costs
 5-1700 Digital Graphics Costs
 5-1800 Installation
 5-2000 Consulting Costs
 5-2100 Video & Disc Costs
 5-2200 Light Table, Stands etc. Costs
 5-2500 MISC Costs
 5-2600 Events & Promotions
 5-2700 Photography
 5-3000 Cost - Thermal
 5-4000 Freight
 5-5000 Commissions Paid
 5-9900 Freight

TOTAL COST of GOODS SOLD \$ _____

Gross Sales \$ _____
 Cost of Goods Sold - \$ _____
 Gross Profit = \$ _____
 Expenses - \$ _____
 Net Profit/Loss = \$ _____



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.



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.!



Where To Find Good Sales People

Internally

Then Go To Craigslist

Magazine Sales People
News Paper Sales People
Radio Sales People



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!**



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



MARKETING



Business Card

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



Email Signature

YOU MUST HAVE A FULL and COMPLETE
SIGNATURE on your EMAIL



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

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Events Exhibits & Displays Trade Shows Retail Graphics

Large & Unique Wall & Window Banners Direct & Dilecut

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!



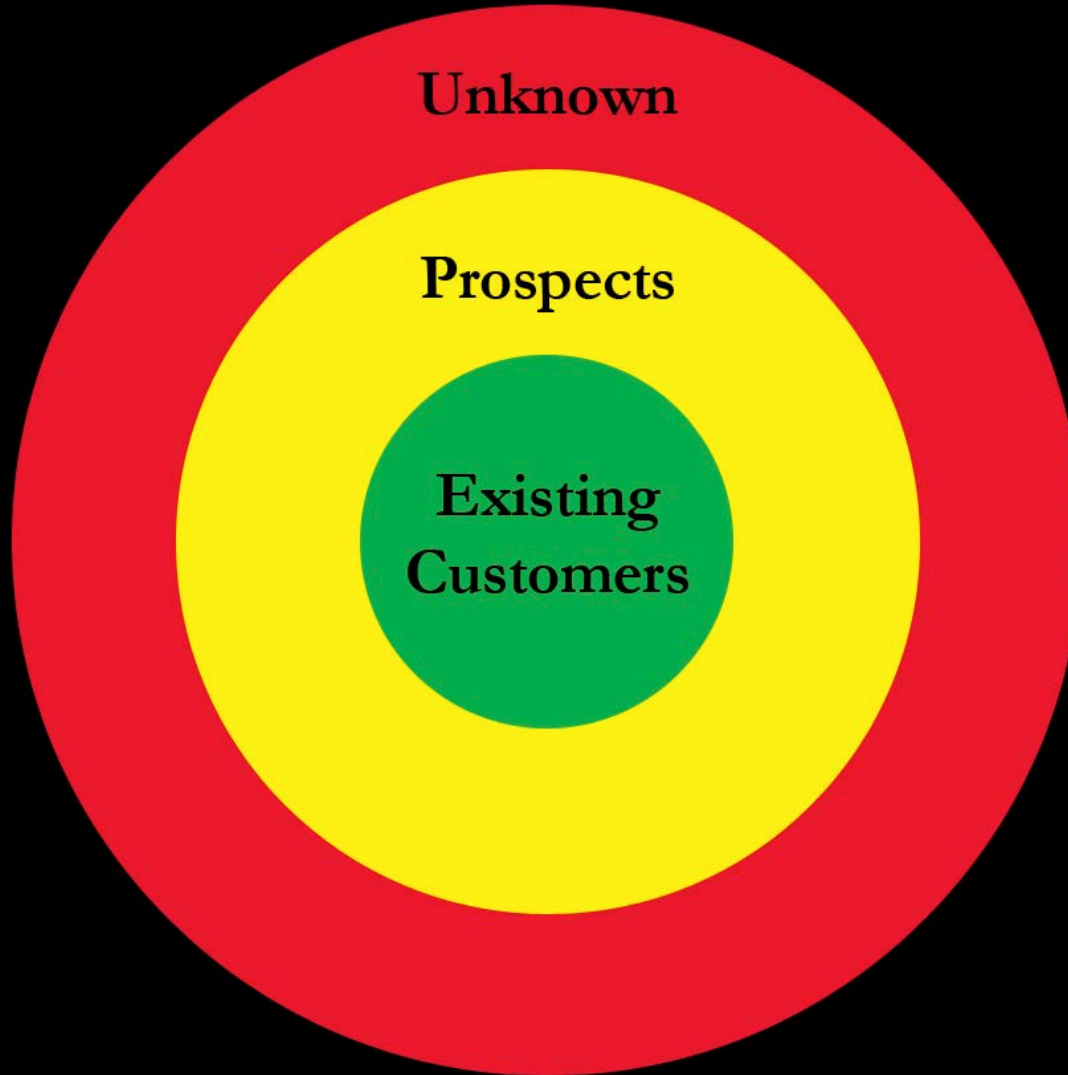
SALES RULES! God Gave You



Use Them Proportionally



Who You Know?



Where to Find NEW Clients

Best Markets are Manufactures

Go to: www.InfoUSA.com

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 features the InfoUSA logo and a phone number: 800.835.5856. Below the header, there are navigation tabs for Mailing Lists, Sales Leads, Email Marketing, Direct Mail Marketing, and Products & Services. The main content area is divided into three columns. The left column is titled 'Mailing Lists & Sales Leads' and offers options for 'BUSINESSES' (17 Million Businesses) and 'CONSUMERS' (210 Million Consumers). The middle column is titled 'Create a Marketing Campaign' and includes sections for 'Email Marketing' and 'Direct Mail Marketing'. The right column is titled 'Quick Links' and lists various services like 'Specialty Lists', 'New Homeowners', and 'Physicians & Surgeons'. At the bottom, there are three featured sections: 'Satisfaction Guaranteed' (100% Satisfaction Guarantee), 'Data Quality' (Our Data Quality Process), and 'Advertise on Google' (Make it easy for people to find your business online).



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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- ✓ 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



You DON'T Sell Graphics You Sell Success!



Thank You for Attending
Pricing for Profitability in Large Format!

Questions?

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