

WELCOME TO

Pricing & Selling Wide-Format



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
3' 0" High
(24 square feet)

Height : 3' 0"

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

©2015 4OVER, Inc.
Terms & Conditions
Privacy Statement
CA Supply Chains Act
FAQ
Contact
Blog



1.888.THE.KING
(843.5464)

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.

1.888.THE.KING
(843.5464)



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 100 lbs
Finishing Person	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!



1.888.THE.KING
(843.5464)

Employee Ratio

\$110,000 per Employee

Sales Walls

\$100,000

\$250,000

\$750,000

\$1,200,000



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 = \$ _____

\$ _____

1.888.THE.KING
(843.5464)



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.



1.888.THE.KING
(843.5464)

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



1.888.THE.KING
(843.5464)

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.!

1.888.THE.KING
(843.5464)



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



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!**

1.888.THE.KING
(843.5464)



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



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



Business Card

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



1.888.THE.KING
(843.5464)



Email Signature

YOU MUST HAVE A FULL and COMPLETE
SIGNATURE on your EMAIL



David King
Commander of Results

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>

1.888.THE.KING
(843.5464)



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**
Market KING Success Through Aggressive Marketing



Large Format Graphics

Print Shop Make Over

Business Consulting

\$50,000
On Your Bottom Line
GUARANTEED!

888-THE-KING (843-5464)

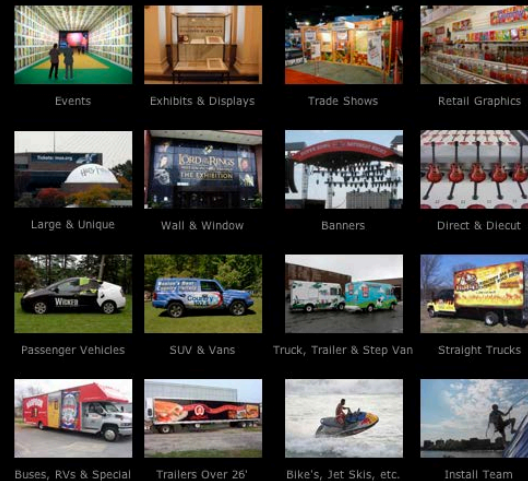


MK Market**KING**
Market KING Success Through Aggressive Marketing

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

888-THE-KING (843-5464)

1.888.THE.KING
(843.5464)



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!



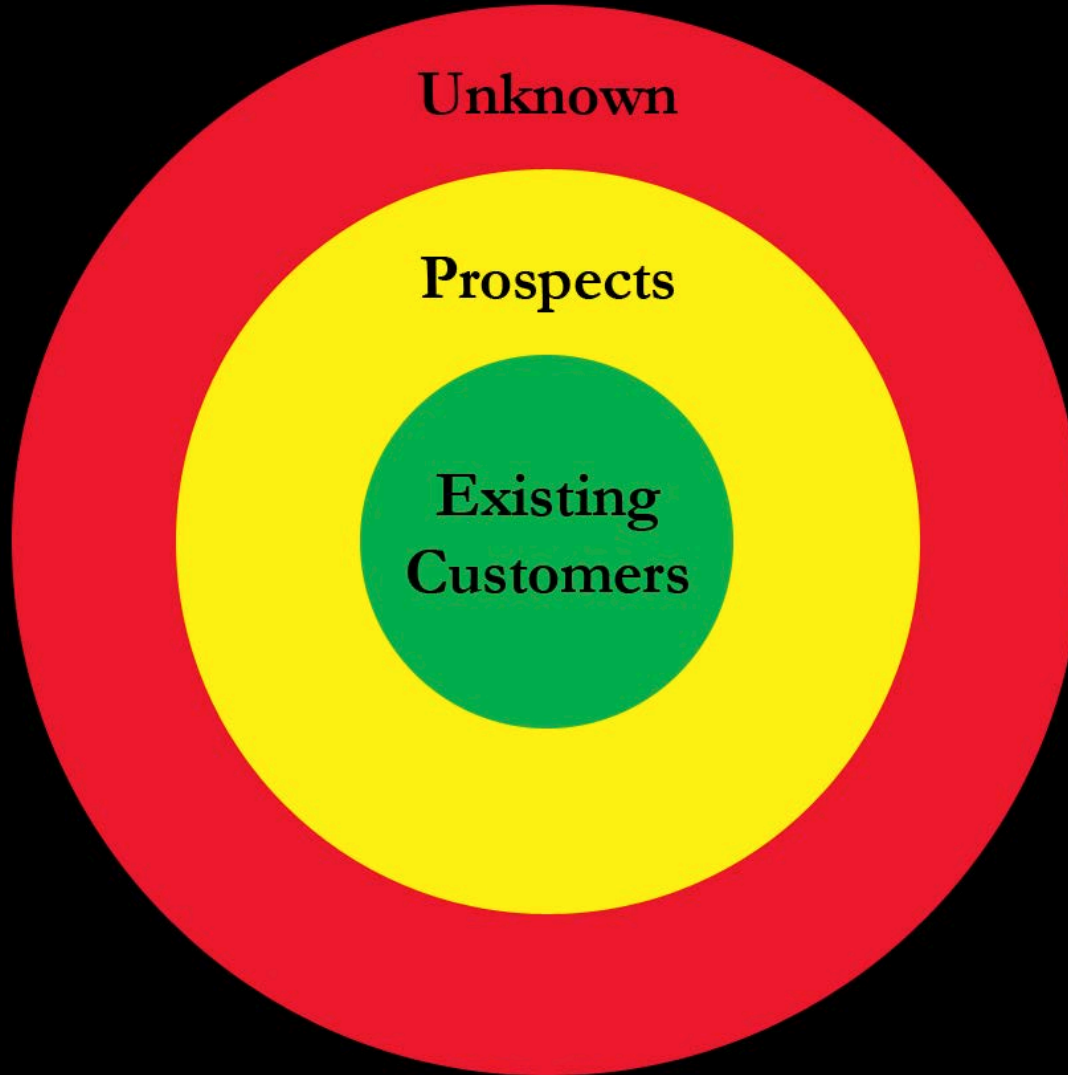
SALES RULES! God Gave You



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 features two sections: 'BUSINESSES' with 17 Million Businesses and 'CONSUMERS' with 210 Million Consumers. The middle column is titled 'Create a Marketing Campaign' and features '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' with a 100% guarantee, 'Data Quality' with a 'Data Quality Process' section, and 'Advertise on Google' with a 'Certified Partner' badge.

1.888.THE.KING
(843.5464)



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



1.888.THE.KING
(843.5464)

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



1.888.THE.KING
(843.5464)

What Can You Offer?

Soft Goods-Banner Indoor



What Can You Offer?

Soft Goods-Banner Solid



What Can You Offer?

Soft Goods-Banner Solid



1.888.THE.KING
(843.5464)



What Can You Offer?

Soft Goods-Banner Solid



What Can You Offer?

Soft Goods-Banner Mesh



What Can You Offer?

Soft Goods-Banner Mesh



1.888.THE.KING
(843.5464)

What Can You Offer?

Soft Goods-Banner Mesh



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



1.888.THE.KING
(843.5464)



What Can You Offer?

Soft Goods-Window Perf



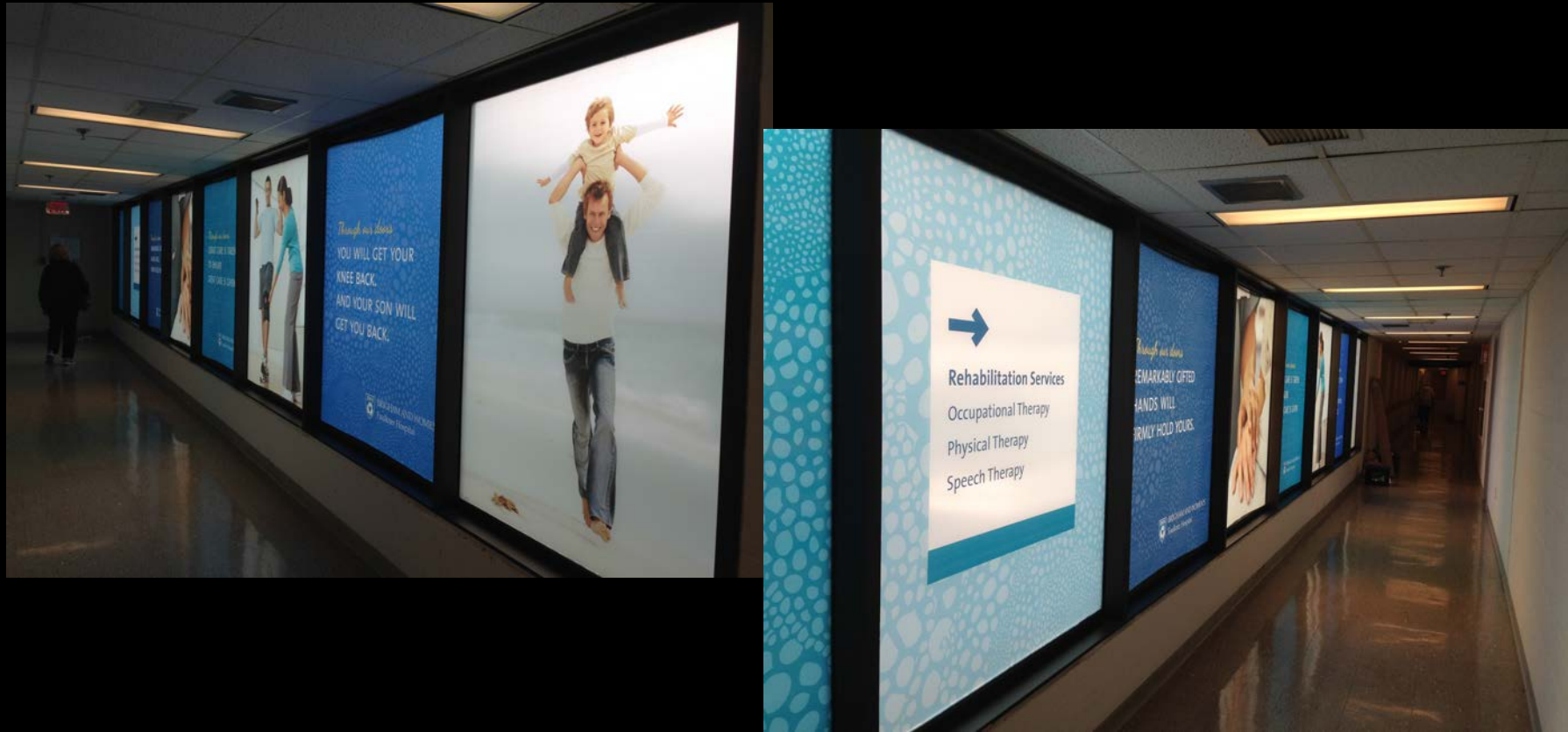
What Can You Offer?

Soft Goods-Window Perf



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



1.888.THE.KING
(843.5464)

What Can You Offer?

Soft Goods-Vehicle Graphics



1.888.THE.KING
(843.5464)



What Can You Offer?

Soft Goods-Vehicle Graphics



What Can You Offer?

Soft Goods-Vehicle Graphics



Bus King (Drive Side)



Bus Queen (Pass Side)



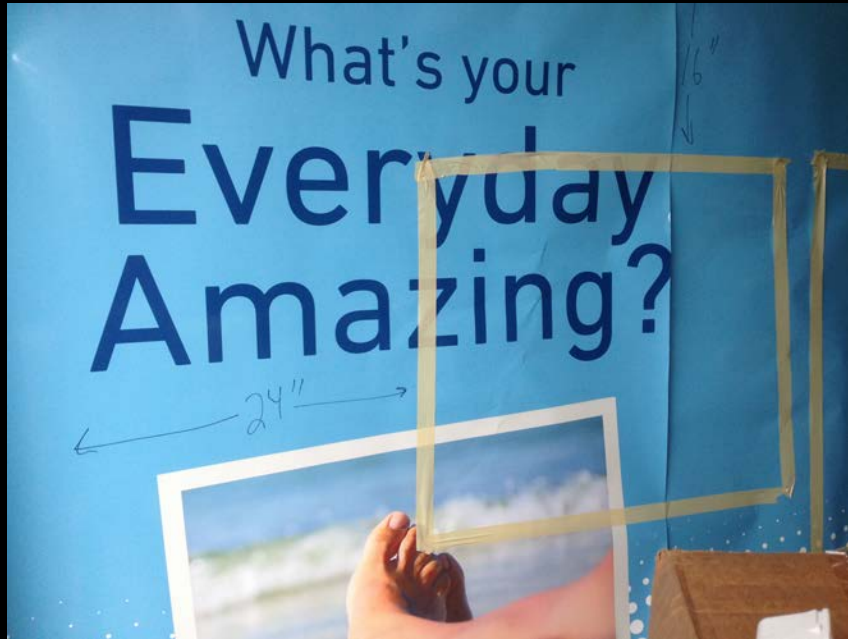
What Can You Offer?

Soft Goods-Vehicle Graphics



TROUBLE?

Vehicle Graphics



TROUBLE?

Vehicle Graphics



1.888.THE.KING
(843.5464)

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



1.888.THE.KING
(843.5464)

What Can You Offer?

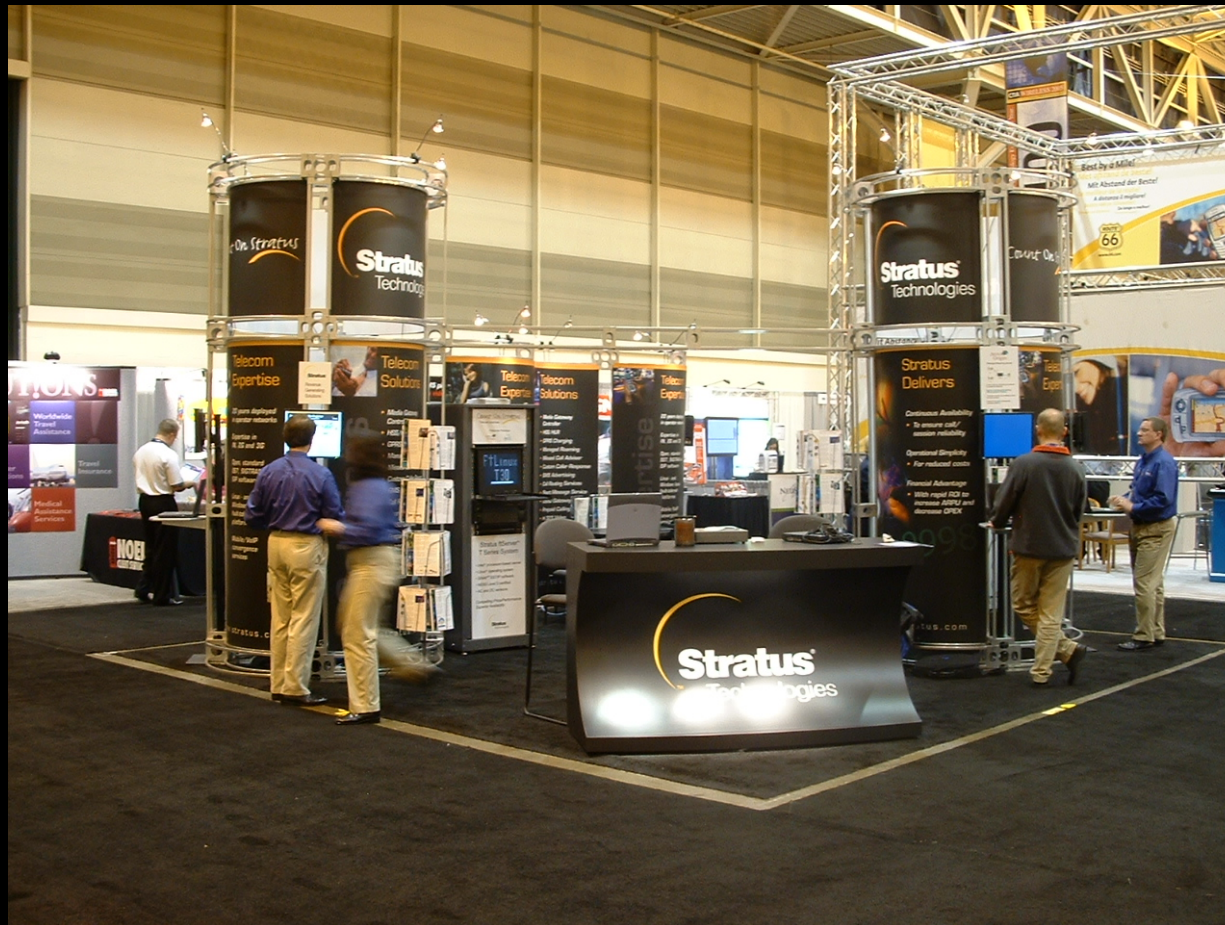
Hard Goods - Coroplast



1.888.THE.KING
(843.5464)

What Can You Offer?

Hard Goods - PolyStyrene

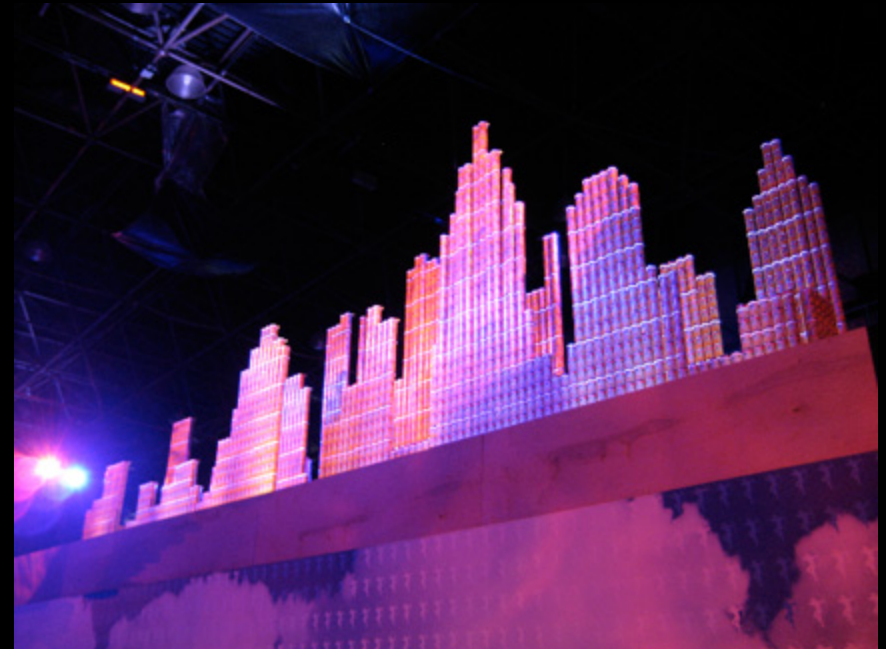


1.888.THE.KING
(843.5464)



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



1.888.THE.KING
(843.5464)



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"

David King
Commander of Results

1.888.THE.KING (843-5464)

1.888.THE.KING
(843.5464)

