

# WELCOME TO

## How To Make Money



By

David King

Commander of Results



# 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



1.888.THE.KING  
(843.5464)

# 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**

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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**  
Market KING Success Through Aggressive Marketing



**Large Format Graphics**

**Print Shop Make Over**

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

**Business Consulting**

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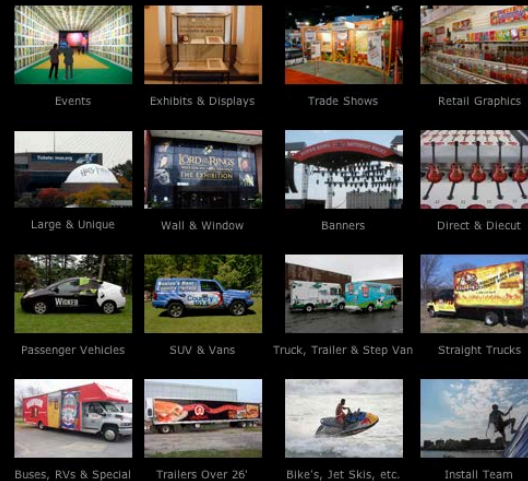


















**MK** Market**KING**  
Market KING Success Through Aggressive Marketing

**PRINTING & GRAPHICS**

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

## Our Portfolio



 Events	 Exhibits & Displays	 Trade Shows	 Retail Graphics
 Large & Unique	 Wall & Window	 Banners	 Direct & Dilect
 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

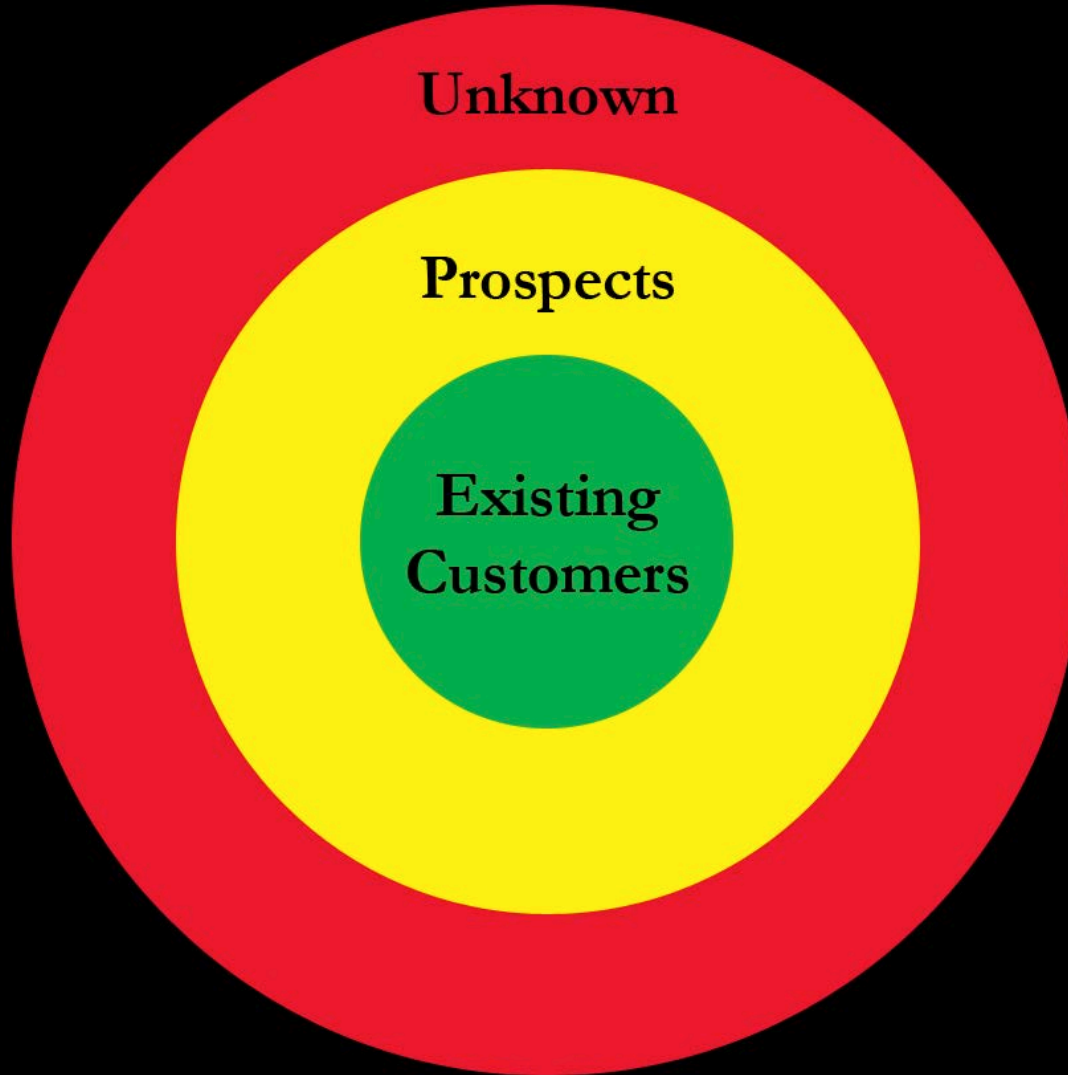


## Use Them Proportionally





# 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, both with "Get Started" and "Learn More" buttons. 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 is a banner that says "Where the best data, simplified marketing solutions, & exceptional service meet." and "InfoUSA: Helping businesses find new customers for more than 40 years." Below this banner are 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



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# 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





# What Can You Offer?

## Soft Goods-Banner Solid



# What Can You Offer?

## Soft Goods-Banner Mesh





# 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 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



# What Can You Offer?

## Soft Goods-Window Perf



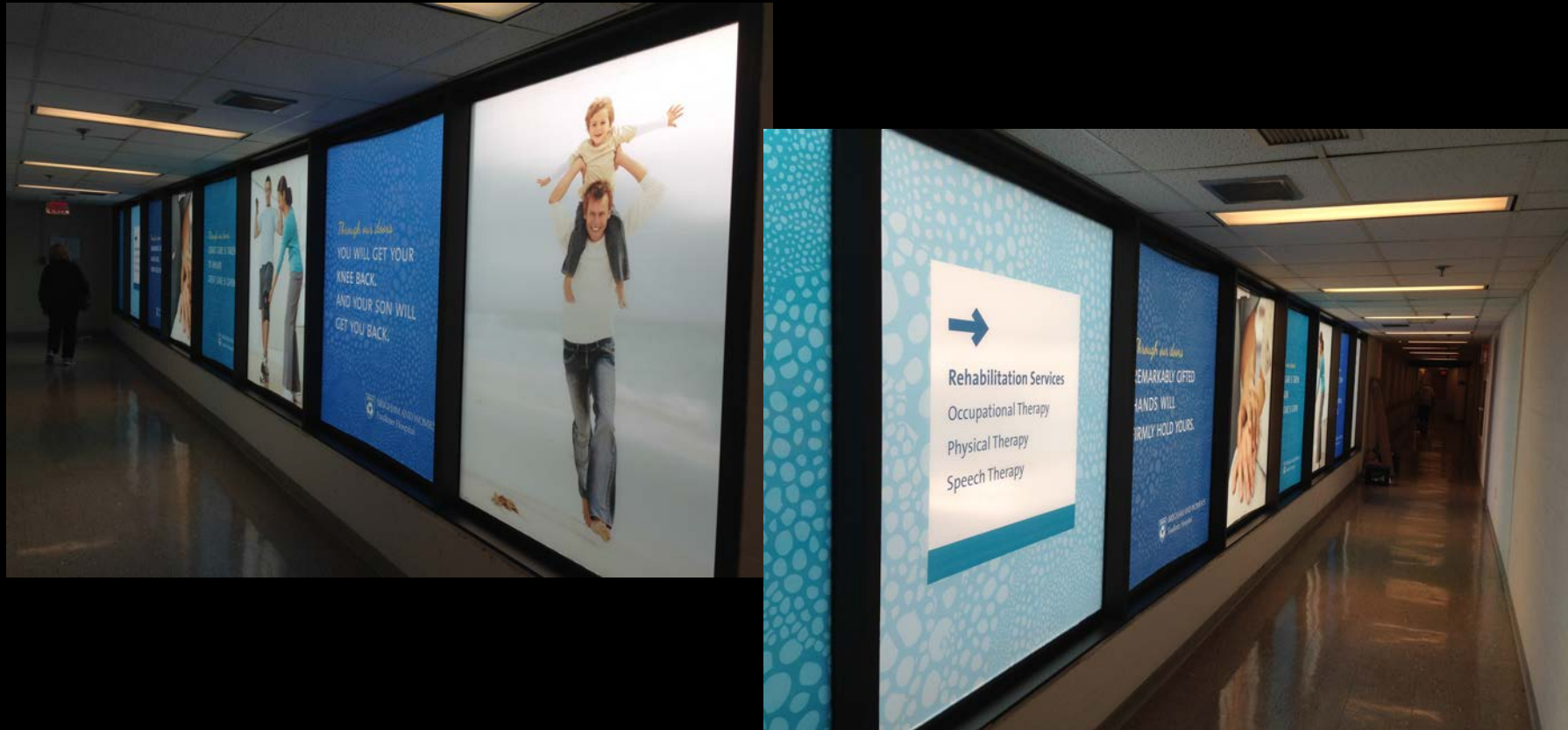
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# What Can You Offer?

## 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**

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# 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?

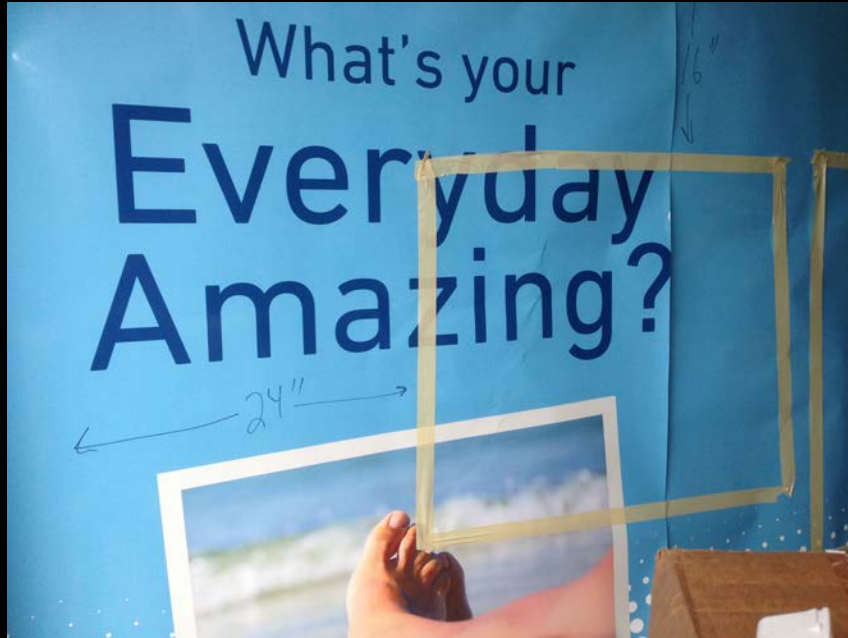
## Soft Goods-Vehicle Graphics





# 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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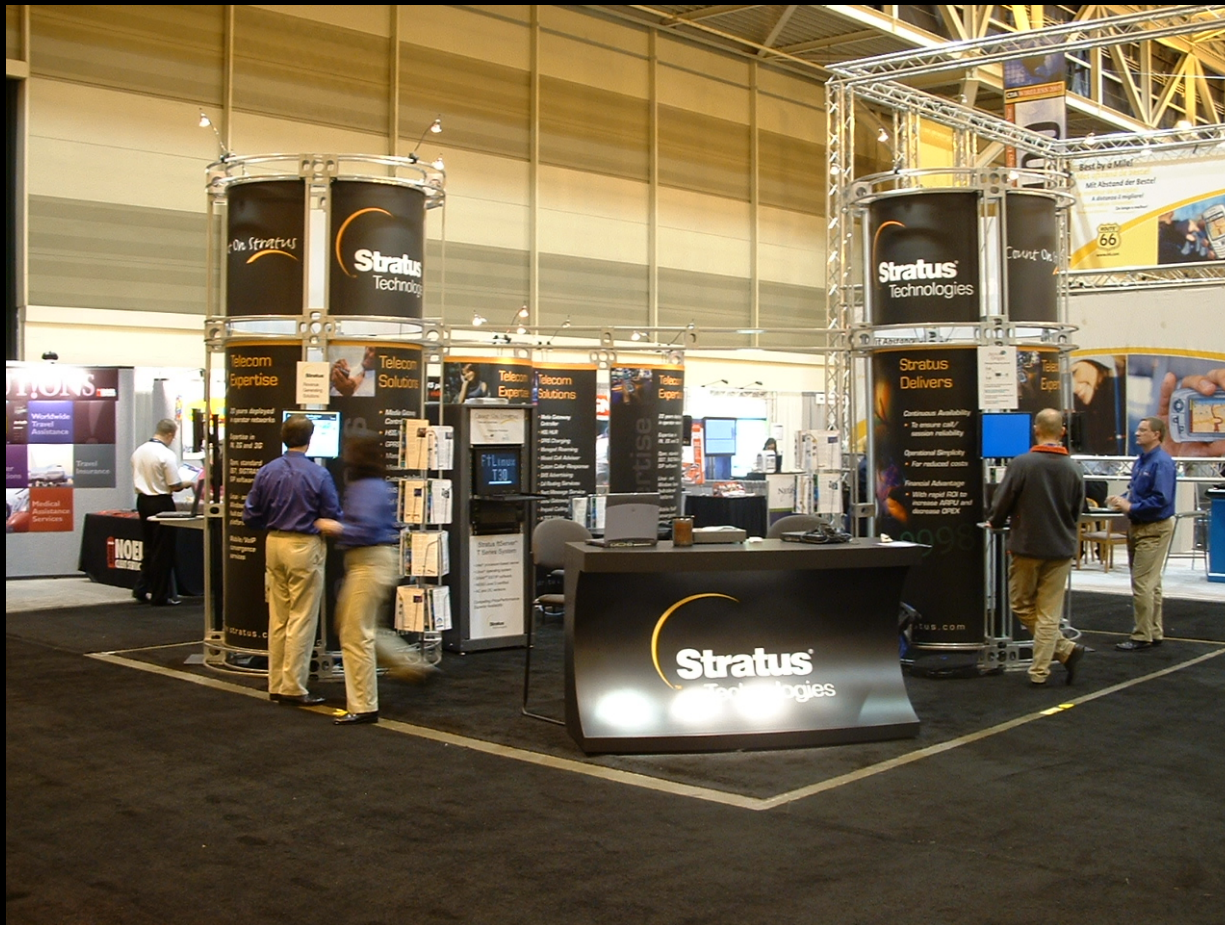
# What Can You Offer?

## Hard Goods - Coroplast



# What Can You Offer?

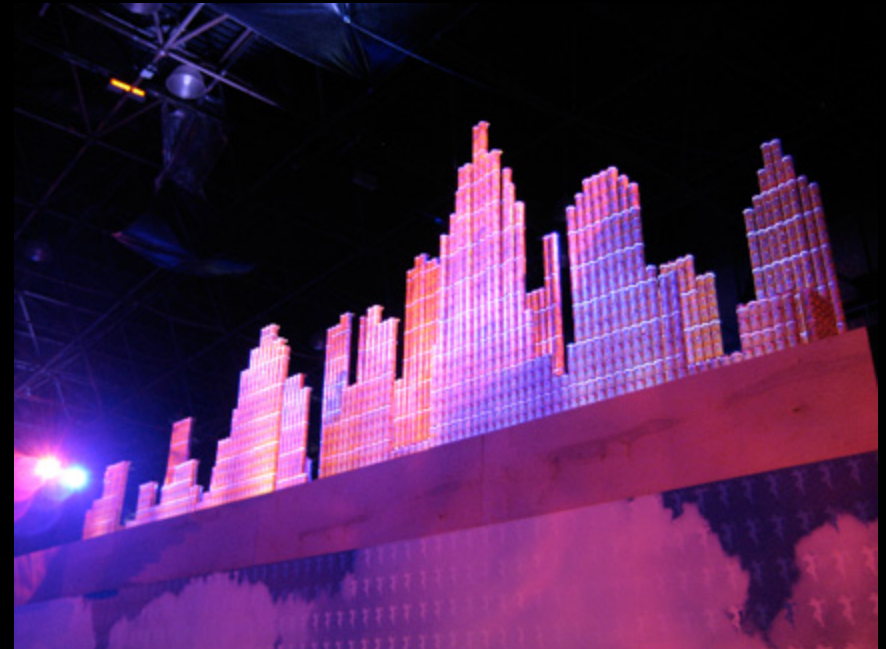
## Hard Goods - PolyStyrene





# 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



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# What Can You Offer?

# Temporary Graphics



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# What Can You Offer? Signs & Graphics



# Sales Presentation

Take a Photo of the Opportunity, Then...

DURING



AFTER





# Sales Presentation

Take a Photo of the Opportunity, Then...

AFTER

BEFORE



# Sales Presentation

Take a Photo of the Opportunity, Then...

AFTER

BEFORE



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# 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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