

Do you want to grow revenues and profit margins as well as win new customers?

These are the primary goals for many print sellers. However, in today's competitive selling environment, it can seem harder and harder to achieve this. One of the main reasons is that, in many cases, your competitors have very similar offerings to yours.

One way to differentiate yourself from other print sellers is to showcase a wider range of products. It is important to include some unusual offerings. One way to achieve this goal is to include roll labels in your product range. If you haven't done so already, download our resource: **"Eight Reasons Why Print Sellers Should Add Roll Labels to Their Product Portfolio"**. In the guide we explore how the growing market of roll labels can create a different relationship with many prospects and customers. We also show how this type of relationship can grow revenues and profits in a number of ways.

However, in order to achieve this change in relationship and growth in results, a slightly different sales mentality is required. Selling roll labels is not the same as selling standard commercial print products.

It is important to sell roll labels in the right way.

Remember, producing roll labels requires the right knowledge and the right equipment. It is far simpler to outsource production, particularly when you are just introducing a new product such as this into your portfolio. Sinalite is experienced in producing all types of labels (as well as most other types of printed products) and we would love to be your production partner. Therefore, this guide will focus on the initial sale of the label, rather than any production issues.

Print sellers need to **understand the difference between selling roll labels and more standard print products**. If they understand this difference, they will be able to create a successful working partnership with their customers. They will be able to ensure that jobs are handled smoothly and efficiently. The customer's expectations will be met. Both print seller and client will achieve their goals from the job.

Print sellers that **assume that selling roll labels is just the same as selling other print products** may have a rather bumpier relationship with their customers. A lot more communication will be required in order to achieve the right outcome. In a worst-case scenario, the label may not meet the customer's requirements. And we all want to avoid unhappy clients.

It is important to remember that selling roll labels successfully is just as swift and simple as selling normal print. It is a process that can be approached with confidence. It just requires a slightly different set of steps than if you are selling traditional print items. In a moment, we will show you ten easy stages to ensure that you create a profitable job that everyone is happy with. First, however, let's tackle a basic but important question.

How do you find the right customers for roll labels?

As with all printed items, you will find successful sales easier if you focus on a specific market. If you try to supply all types of labels to all types of customers you will find that it is harder to engage with your prospects. Also, when you do start winning jobs, you may find that managing your jobs will be less efficient as different markets work in different ways.

Therefore your first task is to decide what type of customer you would like as a label customer. Ideally, they will be in the same market as many of your existing customers. This means that you will already have a presence in this market. You will also have customers that you can carry out market research with!

If your current markets do not use labels, or if you want to break into new markets, here are some ideas for market segments that you might want to target:

- Food and drink manufacturers. Consider breaking this down further into specific types and size of manufacturer.
- Retailers in fast moving markets that need to change offers frequently.
- Logistics companies that need to track goods.
- Producers of items that require warning labels.
- Marketing companies that want to make standard items stand out: adding a brightly coloured label to a mailing can really make it zing.
- Publishers that need to add temporary information or offers to the covers of magazines or book.
- Companies that use labels for marketing.



This is not a comprehensive list of opportunities. Instead, it is designed to inspire you on how labels can be used. It should give you ideas on how you can create new sales opportunities for new prospects and existing customers with labels. Now it is time to focus on actually finding some names.



Here are three ways to create a prospect list.

1. List Brokers

Buying a list of prospects is a quick way of getting hold of people to contact. If you decide to go down this route make sure you use a list broker that comes recommended. They should be able to break down their data in very specific ways. You will require the names of specific roles at companies. You should check when the data was last validated. You also want to make sure that it comes with all the contact information that you require as well as the right permissions to contact them.

A list broker may not always be able to give you the information that you require. If you are happy to put in a little work yourself, then the next method can be very productive.

2. Social Media

LinkedIn has a very powerful set of search filters. Even the free version of LinkedIn lets you enter a surprisingly specific set of requirements. For instance, it is perfectly possible to target a specific type of manufacturer, in a defined locality and with a specific market sector. LinkedIn will come up with a list of specific individuals for you. You can connect with them on LinkedIn. However, a little searching on the Internet will also often reveal relevant phone numbers and e-mail addresses. Twitter also has a powerful set of search filters.

Some sales people prefer more face-to-face selling. If so the next strategy may be an even better fit.

3. Events

Researching relevant events can be a very productive way of coming up with a contact list. Many events will publish a list of exhibitors. By attending the event you also have a chance to meet with many people on the list. For example, a local business networking event can be a very successful way to meet retailers in your area. Equally, most areas of business have specialist events where you will be able to meet decision makers in your targeted market.

Finally, there is one source of creating prospects that is highly effective but often overlooked.

4. Referrals

Remember to ask your customers and wider network for introductions to potential roll label customers. Make sure that you explain exactly the type of prospect that you are looking for: this makes it much easier for your connections to introduce you to relevant prospects.



If you follow these four strategies, you will soon have a list of prospects to contact. You should soon be creating interest in your label offerings. So how do you turn interest into business?

Follow these ten steps in order turn label prospects into label customers.

1. Check if the prospect uses labels already

The first job is to understand if labels are already used by the company you are approaching. Will you be targeting a current label requirement or aiming to turn the company into label users?

An existing user means that, hopefully, they will already understand the world of labels. However, it is still often possible to show this type of company new ways to use labels. It is also possible to show them new finishes and ways to improve the durability and quality of their labels.

Even if you are dealing with an existing label user, make sure you still follow all the nine steps below. It is easy to assume that, because they are already buying labels, they know everything that they need to. This is often not the case! You have the opportunity to educate them, help them and become a trusted partner.

2. Discuss how labels could help their business

If the prospect does not already use labels you should focus on this as an opportunity to show them how to improve their business. Can your labels help them improve the profitability of their business? Can they improve the perceived value of packaging or marketing? Can labels help your prospect track goods more effectively and therefore improve efficiency or costs? Or will labels add a new dimension to health and safety compliance?

It is also worth having this conversation with existing label users. There may be a number of ways in which they could benefit from using labels that they haven't yet thought of.

3. Understand the conditions in which labels could/will be used

There is a large range of label substrates. It is important to make sure that the substrate is correctly specified to suit the conditions under which the label is used. Here are just some of the ways in which usage can affect the choice of stock on which to print the label:

- Does the label need to be food safe?
- What temperature will the label be used at?
- What weather conditions should the label withstand?
- Does the label need to be resistant to products such as oil?
- Does the label need to be resistant to UV light?
- What type of glue does the label require? Does it need to be removable? Or is important that it is a permanent label?

4. Inspire!

Once you know where and how the label is to be used, it is time to discuss what is the best finish for the label. Even simple, utilitarian labels may benefit from a change in specification. Many prospects do not know what can be achieved with modern label printing. Here are some of the things that you should be discussing:

- Fluorescent substrates
- Metallic substrates
- See-through substrates
- The level of gloss required
- Lamination
- Special inks
- Die cutting opportunities

Remember that even existing label users are probably not aware of all the possibilities.

5. Find out if the right wind position is necessary

Some of your customers will be applying labels by machine. If this is the case, it is vital to produce the label with the correct wind position. The customer should be able to tell you this, or put you in touch with the company that is applying the labels on their behalf. The wind position is an important part of a label specification and it is details such as this that make all the difference between a successful job and a disappointed customer.

6. Manage delivery expectations

Customers are increasingly expecting next day delivery for their print requirements. As you probably know already, this simply is not possible for roll labels. So it is important to make sure that your customers are aware that a delivery time of between two to four business days is necessary for their requirements.

7. Create a profitable quote

Once you have all this information it is time to create a quote for the customer. If the customer is new to labels they probably will not have anything to benchmark the quote against. Therefore it is possible to add a higher profit margin to roll labels than it is to many other printed products. However, if labels are to be an extra expenditure for the company, it is also necessary to justify the cost. It is worth considering if you can show the return on investment for this purchase. How have roll labels typically increased sales or made similar companies more efficient? SinaLite has found that while the estimated average markup for roll labels is around 62%, some roll labels have an estimated average markup of 96%.

8. Send a sample

When you send the quote, make sure you include a sample of the label. There are two reasons for this. Firstly, some customers expect their labels to match the rest of their print exactly. As they are produced on different presses with different inks and different substrates, this may not always be possible. In addition, not all labels are equal! Some are much better quality than others. Sinalite labels are printed in high quality UV digital, so are better quality than some traditional processes. This can give you the edge over an existing or competing supplier.

9. Send file setup instructions

Many designers are not used to setting up files correctly for labels. This is particularly true where special colours or die cutting are required. Therefore, when you win a job, find out who is responsible for creating the artwork files, liaise with them directly and send them all the necessary instructions for creating a file which will pass preflight the first time. There are detailed setup instructions for all Sinalite labels that can be accessed from each product page.

10. Build a case study

When you have produced a successful job for a client, make sure that you use this to your advantage. Firstly, take some shots of the labels, or keep extra copies, to inspire other prospects and customers. Ask your client for a testimonial. Even better, ask what business results they achieved from the label product and from working with you. This information makes a very compelling case study.

When you follow these ten easy steps, you should have completed everything you need in order to ensure a smooth project and a happy customer!



There is one more action point you should carry out right now to ensure you sell labels successfully.

Contact Sinalite. We will send you a complimentary pack of our extensive range of roll label products. This will show you the variety that can be achieved with labels and also the high quality standards that we achieve. Naturally, you can find full technical information on our website. Once you sign up with us, you will also have full access to our pricing.

Now you have all the information that you need in order to go out and grow revenues and profit margins as well as win new customers with roll labels.