

These Were The Featured Speakers at NAGASA FORUM 05



Jeff Tobe

Are you willing to color outside the lines? Getting outside of your comfort zone to look at the challenges you face in this industry DIFFERENTLY than you have in the past is the key to survival. Then, you will understand that being more creative is not some pie-in-the-sky concept, it's about looking at the customer EXPERIENCE vs. just customer service. We must figure out how to shatter the stereotype of the experience the client EXPECTS to have with you. For more information, visit www.jefftobe.com.



Scott Fisher

Companies within the graphic arts industry are challenged with the arduous task of communicating complex, ever-changing product information to their customers on a timely basis. Technology, done right, can help, reducing expenses and providing competitive advantage. Technology, done wrong, can do the opposite. Assigning the right people to the task with a clear picture of what can be done will help ensure the former.



Dr. Barry Lawrence

Distributors are the greatest information controllers. Pressure from suppliers and customers has brought difficulties in inventory and customer management and threats from partners to seize this power. The distributor's advantage is rich information that can be organized to reduce inventory and increase customer service making the distributor indispensable to the supply chain. Excellence in information management is no longer an option, it is a mandate.



Jim Gould

When selling equipment, financing is not always the last step. It often is an intermediate step in the selling cycle. The customer needs to know the cost of ownership in order to be able to weigh it against the cost savings and new business to be gained from having the latest technology. The reason for acquiring new technology is not to own it, but to use it – to make money. A wide variety of financing options are available to the closely held company today. The savvy salesperson will put the options in front of the customer, never knowing what finally will close the sale.



Dr. Joe Webb

Industry commentator and forecaster Dr. Joe Webb discussed the upcoming restructuring of the printing industry, and how dealers, distributors, and vendors need to innovatively navigate those waters. There are many opportunities, often just outside the traditional printing business, that dealers can tap to ensure a profitable future. Contact Dr. Joe through his website www.drjoewebb.com. Also visit Dr. Joe's Blog: www.drjoesblog.com

Session 1



Debra Voigt Swann,

Building a Winning Sales Team Through Leadership, Process, & Motivation. Let's pretend you're the head coach of a college football team. Would you take a group of athletes, even very talented ones, throw them out onto the field, and simply tell them to "get out there and win?" Of course not! Then why do so many companies take a group of sales people, even very experienced ones, throw them out into the field, and simply tell them to "get out there and sell?"

Just as a process is applied to create a winning sports team, a process can be applied to create a winning sales team. The CustomerCentric Selling® process is a disciplined approach to selling. Visualize that you could track movement of each prospect throughout the sell cycle, and understand what is required to perform each step in the cycle. Would this help you provide better coaching and more predictable results? Of course!

Session 2

Debra Voigt Swann,

Marketing Without A Marketing Department. Marketing on a shoestring budget can be done, and done well. It's all about focus and consistency. Whether you are competing in existing markets or entering new markets, there are cost-effective ways to connect with prospective customers and promote your company's capabilities using your website, newsletters / collateral, and even your own salespeople. Remember that marketing is not about you; it's all about the customer.