

# BREAKING THE PRINT SALES BARRIER

**Don't take No for an answer!**

**Instead discover the proven and  
tested responses that turn all  
objections and conditions into sales!**

**BREAKING THE  
PRINT SALES  
BARRIER**

**Peter E. Ebner**

### **About the author**

Having trained over 60,000 print salespeople, Peter Ebner has earned the reputation as the *printing industry's leading sales trainer*.

Peter is an accomplished sales trainer and marketing consultant. He presents more than 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly, and his sale training manuals, on-demand webinars and audio programs are used by thousands of print salespeople. But what makes this book so effective is his extensive hands-on experience. It not only reflects his personal experience selling printing for over 10 years, but also the experience of the thousands of successful salespeople he has trained.

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*Even if you are on the right track  
you'll still get run over  
if you just sit there.*

Will Rogers



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### Acknowledgement

To the thousands of salespeople who have attended my sales training workshops and to the hundreds of owners and sales managers who have invited me into their shop, I extend my deepest gratitude. It is your willingness to invite me into your world; to candidly share your greatest triumphs and your most devastating defeats, that has allowed me to grow within this industry. Without your active participation and eagerness to test the skills and techniques presented in this book, this publication would not have been possible. **Breaking the Print Sales Barrier** is the result of your hard work and it is my hope that this book will lighten your workload and bring you closer to your goals.

Wishing you unlimited success,

**Peter Ebner**

### How to get the most out of this book



While most sales training programs are designed to build your skills chapter by chapter - which means you can't master skill number 25 until you've mastered the previous 24 - this is not the type of book that you need to read from cover to cover. [Each section is freestanding, in that it contains everything you need to know to address and overcome that specific sales barrier. Here's how to get the best results from this book.](#)

Go to the Table of Contents; identify those conditions or objections that are costing you sales, and you'll find the time-tested selling skills and responses that overcome your prospect's resistance. Select the responses that you're most comfortable with; write them out and memorize them. Within a few days they'll become second nature and that objection or condition will become a thing of the past.

For easy search, prospect **resistance** is printed in red.



Those of you who have attended my seminars have heard me adamantly claim that anyone, irrespective of their previous sales or graphics experience, can generate a million-dollar sales portfolio within 12 to 18 months. Yes, you read correctly, even if you are new to the business and have never made a sales call in your life, you can be earning over \$100,000, within 1½ years.

This claim always causes a stir in the audience and is usually followed by a surge of questions which can be summed up as follows: “If your claim is true, why are so many print salespeople, who have been in this industry for years, still struggling to make a living?” The answer to this question lies in the following short parable.

Susan was about to start a new career as secretary in a small accounting firm. Although she had no typing experience she was a quick learner and within a few weeks, using only two fingers, she able to type over 30 words a minute. All went well for the next few months, but then the office got busier. Unfortunately, Susan’s typing wasn’t quite fast enough to keep up with the new workload so she soon found herself answering to the office manager. “*Susan, as you know your work has been falling behind. Is there anything we can do to help you*

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*increase your productivity?” asked her office manager. “Yes, there is,” Susan replied. “The problem is I’m working on an old computer and it’s not fast enough.”*

Within 2 days Susan was typing away on a new machine, but to her surprise she still couldn’t keep up with the incoming work. *“Susan, I notice that you are still falling behind, is there anything else that I can do to help?”* asked her office manager. *“The problem is there’s just too much work. I need an assistant”* said Susan. *“But you already have a staff of eight assistants at your disposal, why don’t you share the work with them?”* A smile suddenly came over Susan face. *“That’s great”* Susan said, *“Where would I find this extra help?”* *“Look no further than at yourself”* said the office manager. *“You have four assistants, which are eager to help, on each hand.”*

The reason that many print salespeople are struggling to make a living is because, like Susan, they refuse accept the fact that they alone determine the outcome of their activity. Instead, they believe that their misfortune is the result of events that are beyond their control, when in fact they have no one to blame but themselves. Here are 3 sales idioms that show the fallacy in this type of thinking.

### **You are in control of your own destiny**

Which of the following is costing you sales?

- Your territory is no good.
- Your shop’s prices are too high.
- There is too much competition in your area.
- The market is soft.
- Your company lacks a marketing program or sales support material.
- The company doesn’t provide any training.

The list of grievances is endless, but they all add up to one thing – [a rejection of personal accountability](#). Salespeople don’t like to face the fact that they and they alone determine the limit of their success.

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If you were to search out North America's top income earners, those that are earning \$150,000 a year or more selling printing, you won't find them clustered together in one geographical area or working for the same printer. They can be found everywhere: in large cities and in small towns; you'll find some working for an instant print shop while others represent large commercial lithographers. In fact, the only commonality you'll find is that while other salespeople complain about the adversities that print sales present, each of these individuals has risen to the challenge and turned his or her situation into a success. All of them take full responsibility for their circumstances and thereby took control of their destiny.

### **Failure is a hard lesson, but a great teacher**

Go ahead, feel proud and gloat over your accomplishments, but don't disregard or minimize your failures because you can learn more from failure than from success.

Without question, failure is a hard pill to swallow, so many salespeople try to sugarcoat the pill by blaming lost jobs on circumstances that are beyond their control. For some reason, they feel that blaming themselves would be an admission of weakness, when in fact it is a show of strength; it takes a strong, secure individual to say, "I lost that job because I made a mistake."

So instead of denying failure, [take responsibility for lost sales and suddenly the once-dreaded objection becomes a powerful teacher that shows you where your presentation is weak and which selling skills need improvement.](#)

### **A positive attitude instills false confidence**

It is individuals like Anthony Robbins and Napoleon Hill, who lead us to believe that we can "Think and Grow Rich"; that we can simply visualize our way to success. Although the benefits derived from the belief that one will succeed cannot be minimized, a positive attitude, on its own, will not land a new account. Believing in yourself may give you the courage and confidence to call on a new account, but from that point forward, attitude is usurped by knowledge and skill. When your prospect says, "I've been dealing with the same printer for

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over 5 years so I'm not interested in changing suppliers," all the positive attitude you can muster won't overcome this sales barrier; it takes skill.

Sales, just like law, accounting, and medicine is a profession and as with all professions, proficiency requires the acquisition of specific skills and knowledge. Don't settle for being a salesperson – become a professional. Spend a few hours each week developing your selling skills and expanding your print knowledge. Read books, listen to audio programs, and attend seminars because without question the more proficient you become, the more jobs you'll land. Although "Think and Grow Rich" may be a motivating idea that will get you going in the morning, "Learn and Grow Rich" will get results. Results that can easily add up to a million dollars in sales within 12 to 18 months.





## Sales Barriers

Only in our imagination do we meet the perfect prospect that welcomes us to his or her office, embraces our services, and places an order without challenging the price. In reality, the sales process is a bumpy, twisted road where prospects put up barriers that hinder and often prevent our success. The most recognizable Sales Barriers are those expressed in the form of an objection, condition, or concern. For example.

- You're prospecting for new business but instead of listening to your presentation your prospect quickly ends the conversation by saying, *I'm not interested, I'm happy with my printer.*
- The prospect has asked you to quote a job. Upon reviewing your competitive price, he says, *I can get the same job elsewhere for less.*
- You've just impressed a new prospect by sharing some ideas that enhanced her brochure and saved money, but instead of rewarding you for your efforts, she says, *I like your ideas but I need 3 quotes before I make a final decision.*