



# More Opportunities You Are Exploring

Putting this magazine together is like completing a puzzle. We have to make sure all the pieces fit into 32 pages. Often, they do not. Articles are edited to fit the available space and sometimes moved to another issue.



With this in mind, below are three submissions for our January cover story that did not fit into the puzzle. In that article, dealers shared what they believe will be the areas of greatest opportunity for dealers for 2023 and the best strategies to pursue those opportunities.

**Opportunities:** The biggest area that I see is managed technical services and installing monitoring security systems.

**Strategies:** At SaraMana, we have decided to partner (I own 50% and another party owns 50%) in both areas to help defer some of the costs, acquire a proven process and create a sales opportunity that we could not have done ourselves. — *Mick Dean, president, SaraMana Business Products Inc., Sarasota, Florida*

**Opportunities:** In 2023 we will see a greater availability of A4 products and sales will increase in that product group. The caveat is these products have a lower margin and are less attractive to the sales team, which will make them candidates to sell on your e-commerce website.

The margins will remain high in the information technology field, with customers in the 20-workstation/endpoint size and up. The challenge will be to offer the right product mix and service stack that fits your customer base and your company's capabilities.

Marketing and (on-staff) telemarketing will pay dividends and should be pursued to your greatest ability. These two endeavors are just like everything else you do. They are difficult and demanding, and the more you do them, the better you get.

**Strategies:** There is no magic formula here. It is the same thing you have always done. Just outwork and outthink the competition. — *Robert Moore, president, Lockwood Moore, Reno, Nevada*

**Opportunities:** What a difference a few years of economic disruption from a pandemic can make. Prior to the pandemic, the focus was on adjacent technologies. As the customer's dependence on network support has increased and as the competence levels have generally increased at the dealer level, it has been a real temptation for dealers to get into managed network services.

However, we are now finding that — as wild as it may sound — people in the workplace are interested in seeing someone who will help them with their print and copy needs. It is my belief that reverting back to the basics and actually calling on customers and prospects is the simplest way to bounce back and regain previously lost ground.

**Strategies:** My best thought for a strategy to address this was to engage a sales trainer to take our sales team back through the basics. It made sense for several reasons: It allowed us to focus on other issues; our reps were likely going to be more receptive to someone they had not spent much time listening to; and this promised to be an affordable way to achieve our goals.

While there are several good options out there — e.g., Learning Outsource Group, Larry Coco and Melissa Whitaker — we selected Derek Shebby with Modern Sales Training. He is a member of both BTA and IBPI. This has proven to be a great move for us. He is a good choice for anyone who embraces the old tried-and-proven way of doing things. It's as if you are hearing the same old thing again — for the first time. — *John Eckstrom, Carolina Business Equipment, Columbia, South Carolina* ■

— Brent Hoskins

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## FLASHBACK



The association's magazine cover 47 years ago this month — the NOMDA Spokesman, February 1976.