

“Not effective. We’ve sold a few digital presses, but I would not categorize it as a success.”

*Jeffrey Foley, COO
Apollo Office Systems, Alvin, Texas*

“We have declined to do production print. When we tried years ago, our experience was it was too hard to make money in this segment for us.”

*Tom Minuti, president
Copy Products, Upper Darby, Pennsylvania*

“We have a best-in-class production print program. Our sales process for these specific types of accounts contribute to our success. Our process covers: the specific needs of our clients, the evaluation of the physical space and technical requirements needed, the idiosyncrasies of the physical install, all the way to the expectations of the invoicing specific to each customer. Our

“We have a best-in-class production print program ... Our production support specialists are side by side with our clients every step of the way to ensure a seamless experience.”

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*Ken Staubitz, COO
Modern Office Methods, Cincinnati, Ohio*

“We got out of production print about three years ago. We were losing money.”

*Chap Breard, president
MOEbiz, Monroe, Louisiana*

Do you have a question for your fellow dealers? If so, email it to brent@bta.org with the subject line: “Dealers Helping Dealers.” BTA will then share your question with the full dealer membership with a request for guidance from your fellow dealers. ■

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