



# Production Print

## How effective are dealers' programs?

Compiled by: Brent Hoskins, Office Technology Magazine

Following are two related questions submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and many others can be found in the members-only section of the BTA website. Visit [www.bta.org/DealersHelpingDealers](http://www.bta.org/DealersHelpingDealers). You will need your username and password to access this member resource.



### How effective is your current production print program? What can you share about your successes?

"We are selling around \$8 million in production print. We need to be at \$10 million. We are working on a new commission program."

*John Lowery, president & CEO  
Applied Innovation, Grand Rapids, Michigan*

"We don't have a lot of production print in our territory. Thus the investment and time is not worth it to us."

*Evan Said, director of sales  
Coastal Business Systems Inc., Eureka, California*

"We are not actively promoting production; we are staying focused on the core business while diversifying with print management software, e-fax and IT services."

*Mitchell Mawby, vice president of sales  
Professional Business Systems Inc., Rogers, Arkansas*

"We have been very successful with our production print program when we have had a dedicated specialist. Without one, we suffer — and ours just retired."

*Tim Renegar, president  
Kelly Office Solutions, Winston-Salem, North Carolina*

"Production imaging is a strategic pillar of DocuGraphics. The majority of our sales force is 'production fluid' and can have a professional discussion about production workflows, products and solutions. In a typical sales cycle, the sales rep prospects for opportunities and tees up the client, and then collaborates with our production specialist for a tailored solution. On the service side, we foster our technical team to become service certified on our production devices. On

the implementation side, we enabled all our network analysts/trainers to become EFI certified."

*Thomas Fimian, CEO  
Docugraphics LLC  
Charleston, South Carolina*

"This is an area we can certainly improve on. Our light production sales have been consistent year over year, but true production units are always a challenge. The manufacturer support is inconsistent at best, true production clients are much harder to find in rural areas, and hiring and keeping production talent is always a challenge."

*Brian Bence, executive director of sales  
Shenandoah Valley Office Equipment (SVOE), Verona, Virginia*

"We have been selling production for at least 15 years. Our success is dependent on people. We struggle with keeping high-volume production reps but, overall, it's been relatively successful and continues in that same vein."

*Rick Salcedo, president & CEO  
KDI Office Technology, Aston, Pennsylvania*

"We just started about a year ago with true production, so we are pretty new. We have installed seven or eight of them."

*Chad Schwartz, president/founder  
Imagine Technology Group, Chandler, Arizona*

"We are placing more and more presses, but they are smaller presses and less expensive than prior ones."

*Nick Lioce, president  
The Lioce Group, Huntsville, Alabama*

"We are a work in progress. We just hired a production specialist. We have approximately 15 to 20 production units in the field."

*Stephen Valenta, president/owner  
Offix, Gainesville, Virginia*

"We have been able to place a few production print machines. This business is completely different than MFPs. We find the supply usage good, and the service requirements frequent and urgent."

*Todd Deluca, owner  
Boston Business Technology, Plymouth, Massachusetts*

“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](mailto: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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