



Win Top-of-Mind Positioning

Henry Mortimer, Mike Stevens, T. J. Tedesco

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Designed to help the printer sell more printing by moving the battlefield away from price and creating irresistible customer relationships, GATFPress's latest book shows why it is important to be thought of first in this relationship-based business and how to create successful sales and marketing efforts. Using concrete, real-world examples, Win Top-of-Mind Positioning is perfect for all graphic arts professionals wanting to increase their company's bottom line, from owners and managers, through customer service representatives and production managers.

"Have you ever wondered why some people have gone from zero to millions in a very short period of time? Yet, other decent and honest business people, who perform adequately, languish without much growth or profit. What makes the difference?" asks co-author T.J. Tedesco, president of Grow Sales, Inc., a consulting company serving the graphic arts industry. He helps graphic arts companies win more profitable business by prioritizing winning "top-of-mind" market position. Tedesco attributes the difference to what each person knows and how he or she makes use of that knowledge.

"In the relationship-oriented printing industry, nothing contributes to a company's success like effective sales and marketing efforts. Yet many on the front lines are given little more than a pat on the back and a friendly 'go get'em!' before being sent into a sales situation," says Tedesco. "This book was written to show graphic arts professionals how to outline a road map for finding sales and marketing excellence and, ultimately, winning more business."

Win Top-of-the-Mind Positioning is divided into four sections: The Graphic Arts Landscape, Sales/Customer Service Excellence, Marketing Excellence, and View from the Top. Within each section are several brief and easy-to-read chapters covering topics from personal skills such as the art of listening, to traditional marketing instruction such as determining target industries. The marketing section gives numerous examples of effective low-cost marketing solutions appropriate for many circumstances.

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