

Production Print News from your Production Print Specialist



Hello Print Professional. Welcome to our first issue of the Production Print Newsletter. I am your Production Print Specialist from Ricoh Americas Corporation. I would like to introduce you to the Ricoh Production Printing Business Group and to what we can bring to the graphic arts marketplace.

Ricoh's Production Printing Business Group consists of a very seasoned team of sales and support personnel with a wealth of experience in the production printing industry. Our focus is to use this experience, along with our network of software and finishing partners and our production-level product line to help you solve your business needs.

You probably only know of Ricoh as the leading manufacturer of office multifunction printers, not as a player in production environments. I hope you take the opportunity to discover our production-level products and system integration capabilities.

I would like to meet with you to personally introduce myself, to understand your production needs, to learn where you see your company going, and to work together to determine how Ricoh can help get you there.

Please enjoy these newsletters and our online resource center, and contact me at 877-212-6064 to set up an appointment to discuss your business.

Sincerely,
Your Production Print Specialist
Ricoh Americas Corporation
5 Dedrick Place
West Caldwell NJ 07006
877-212-6064



Visit our web page at www.ricohproductionprintnews.com/GraphicArts to view the full articles in this newsletter.



Solutions Selling – Is It For You?

The printing industry has experienced dramatic changes in technology, competition, prices and business models over the past decade. Many print providers who are successfully expanding their businesses and growing their margins have embraced the concept of solutions selling. Barbara A. Pellow, Principal, Pellow and Partners, recently wrote a fascinating article titled "So It's a Solutions Sell" that outlines benefits, risks, considerations and approaches of solutions selling for graphics communications service providers.

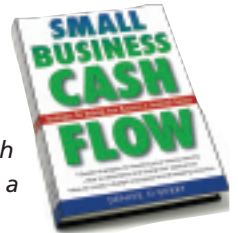
Her article describes three critical components of solutions selling and how to strategically implement them:

1. A sales force inspired to sell strategically
2. A strategic selling process
3. The ability to offer and deliver a customized offering

This report is insightful and relevant at a time when savvy print

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Get a free copy of *Small Business Cash Flow: Strategies for Making Your Business a Financial Success* (a \$19.95 value).



Written by small business specialist Denise O'Berry, *Small Business Cash Flow* is an indispensable resource for you, the printer, juggling all the responsibilities that come with running a business.

Go to www.ricohproductionprintnews.com/GraphicArts to learn more.

providers are looking for new approaches to differentiate their offerings and grow their business. Go to your resource center to read the full article and understand how solutions selling can be a viable strategic approach and not just an industry buzzword.

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MESSAGE FROM THE VP – CARL JOACHIM



Welcome to the Ricoh Production Printing newsletter. Let me take a moment to share a little information about Ricoh. We are a \$17 billion dollar global company with offices in over 150 countries. We revolutionized the office multifunction market with our quality, performance and price and, as a result, Ricoh Americas Corporation

has been ranked number 1 in overall monochrome and color copier placements for the past several years ... and now we're extending that leadership into production environments.

Production printing demands much higher volumes, much greater reliability, far more productive workflows, more extensive finishing and delivery, and a tightly focused perspective on delivering solutions to critical business needs. In short, production environments exist to deliver the work that others either cannot or will not do themselves. This needs to be accomplished consistently and reliably without missed deadlines or inferior quality. Ricoh understands this and is investing in ways to deliver cost-effective solutions for production environments such as in-house print shops, print-for-pay facilities and data centers.

Ricoh customers have had production-level monochrome and color printers installed and reliably running in production environments for several years, but we all know that supporting this market requires more than good "boxes". It requires stellar service, partnerships with software solutions providers, and a network of expertise that understands your unique production and business needs.

We are making investments in all of those areas. We're establishing numerous partnerships with leading production software and finishing vendors such as EFI, Objectif Lune, XL Print, C. P. Bourg, Rochester Software Associates and many others to provide comprehensive integrated production solutions. We've built a dedicated sales, marketing and support personnel with extensive experience in virtually every aspect of production printing. And, of course, we are investing in advanced Ricoh production printing systems that incorporate the latest technologies and capabilities at business-effective prices.

We are investing in the production printing marketplace – and the results will benefit you. Please peruse the information in this newsletter and on your personalized online Production Printing Resource Center. Most importantly, however, please share your specific business, application and production needs with your Production Print Specialist so that Ricoh can develop a uniquely tailored approach to help you resolve them.



Ricoh DDP184 - 184 image per minute digital printer with highlight color and MICR capability

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Solutions Selling: Making It Real

Selling solutions can be a very effective and profitable business approach, but being successful at it is very different than traditional sales approaches focusing on cost, quality and delivery. How do you identify and qualify viable leads and build your credibility? How do you perform a needs analysis, present a solution and win a solution sale? How do you implement these solutions, ensuring they're meeting your customers' value expectations and are viewed as successes?

If you aren't sure how to answer these questions, go online to your resource center and download the Caslon & Company report titled "Implementing the Strategic Solution Selling (S3) Process". It is a thought-provoking piece that can point you in the right direction.

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CUSTOMER SUCCESS

Printing Solution Triples Capacity – and Pays For Self in Two Years

Best Mailing Services, Inc. is a prime example of a full-service print provider who is constantly looking for solutions to satisfy their customers' needs. This Virginia-based company offers turnkey solutions for high quality direct mail marketing programs as well as complete lettershop services, printing, data processing, statement and invoice printing, warehousing, fulfillment and a full-service presort bureau.

When they began offering bank check printing for one of their customers, their volume growth quickly exceeded their capacity. They needed a production solution to handle their newfound opportunity with low operating costs, consistent MICR print quality, support for a wide variety of paper stocks, and print tolerances of less than 1/32 of an inch.

They found one with Ricoh. This stunning success met their performance requirements, tripled their production capacity, and paid for itself in just two years. Read the full article or watch the video of how they did it on your online resource center.

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UPCOMING EVENTS



September 9-12, 2007
McCormick Place South • Chicago, IL

<http://graphexpo.gasc.org>

GraphExpo

Come visit Ricoh at "the industry's largest and most comprehensive exhibition of equipment, supplies and services". You'll see the hardware, software, and services, and you'll meet the experts who can work with you on how to incorporate these elements to solve your production needs.

PODi 2007 Regional Digital Seminar Series

If you Barb Pellow's articles on solution selling, then you should attend one of these upcoming PODi seminars. They will teach owners, managers and sales reps in the Print for Pay industry how to successfully tackle many of the challenges surrounding migrating to a solutions sales model. Managers and owners will learn how to find and attract the best sales people and how to transition reps to solution selling. Come to your resource center for more information and to register for one near you.



September 18, 2007
Long Beach, CA

September 20, 2007
Minneapolis, MN

www.podi.org

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