



THE 10 HOUR PER WEEK PRINT SALES STRATEGY

J and J Digital Printing Sales Representatives will work 10 hours per week, scheduled any time they choose. The goal will be to **earn a minimum \$1300 per month** and to obtain business clients that regularly purchase graphic design and printing services each month.

The objective is to **exchange the J and J Digital Printing Industry Specific Price Guide for the contact information of a business owner or brand decision maker**. Every small business or large brand has printing needs. By being the person to coordinate J and J Digital Printing handling those print needs you will be able to generate revenue.

Most businesses need large displays such as hanging banners, large display posters, and retractable banners. A sample sale for assisting a business with their event popup appearance could be \$108 for a banner with their logo to display on the front of their vending table, \$225 for a large retractable banner with stand to display special offers, and \$75 for a 24x36 mounted poster that could be placed on a easel with the QR code for the business's website for people to complete their business contact form. This would generate \$408, with a commission of \$82 (20% sales representative commission).

By attending pop up events for 4 of your 10 hours per week you could easily network with vendors at events to obtain 5 contacts per hour, 20 contacts in 4 hours. **By doing this for 4 weeks you could obtain 80 contacts. If 10% of those 80 contacts need the above displays you would earn \$656.** And you will obtain 8 businesses that will rely on you every time they have a graphic design or printing need, which will allow you to earn additional commissions.

Since every business has a different timing to their needs and a variety of budget limitations, some businesses from that original 80 contacts may take longer to make a purchase or may make smaller purchases. If 20% of the remaining 72 contacts (8 of the 80 contacts are now customers), 14 people purchase a banner at \$108, you will earn \$302 (this amount will be more or less depending on the amount of each customer's purchase). You will also have 14 more businesses that will rely on you to handle their graphic and printing needs. **These commissions are not included in the 4 week monthly earning total since it will be extra earnings that may come after the initial 4 weeks of networking.**



By canvassing main streets and shopping centers for 4 hours of your 10 hours each week you will be able to easily obtain another 16 contacts. **By consistently doing this for 4 weeks you will be able to obtain 64 contacts.** If 10% of these contacts (6) are restaurants or carry outs and they order 250 carry out menus for \$200, you will earn \$240. If 10% of these contacts (6) are retail stores and they order 4 large poster displays (24x36) at \$200 and 500 discount cards with QR codes for \$150, you will earn \$180. **These 4 hours per week would earn you \$420 additional income and 12 more businesses that will rely on you for the graphics and printing needs.**

By doing research and calls for 2 hours of your 10 hours per week, for 4 weeks you could earn additional income while staying at home. By taking 2 hours one week to do research on potential businesses to assist them with printing you could easily find 30 businesses to contact. The next week you could use 2 hours to contact these 30 businesses to obtain the contact details for the decision maker. Each of the decision makers reached should be emailed the pdf of the price guide and a jpeg of the brochure page specific to their industry. Over the next 2 weeks you could use 2 hours per week to follow up with the decision makers of these 30 businesses to get them to use J and J Digital Printing for their printing needs. **If 20% of these businesses (6) place orders and spend at least \$200, you will earn \$240.** This commission could be larger if the amount of the orders placed are larger than \$200. You will also have 6 more businesses that will rely on you to handle their graphics and printing needs.

By working 10 hours per week for a month (4 weeks) with J and J Digital Printing a Sales Representative has the potential to earn \$1300 and obtain 26 business clients.

Over a period of 3 months a Sales Representative could have 75 business clients that rely on them for graphics and printing needs, establishing an ongoing opportunity to earn commissions. These commissions will be added to the earnings generated from new clients by continuing to work this system.