In-Plant Infinity Initiatives Workshop
Identifying and Increasing Your Value to the Organization

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Who Am I?

• Student and a teacher
• Business owner, consumer, member and donor
• Educator, strategist, marketer, salesman, carpenter
• Entrepreneur and risk taker
• Failure and huge success
Where We’re Going

• Share a view of successful organizations
• Spend some time in your customers shoes
• Identify areas of opportunity for you to create incredible customer experiences
• Focus on being more efficient and strategically relevant
3, 2, 1 Workshop
What three things you will start doing?
What two things you will stop doing?
What one thing you can celebrate you are doing well?
I’m not a “have to” guy
“Invitation to opportunity” guy
Reminder

• At certain times...you’re the student

• At other times...you’re the teacher/motivator providing a different perspective on something that exists or even something never known was possible
I’ve Met 4 Kinds of In-Plants

1. Save our department
2. Too much work
3. Just enough to remain viable
4. Driving new relationships and even new profits

• Where are you?
• Where do you want to be?
• How are you going to get there?
The Hard Questions

• Many like to do the “fun stuff”
• Few like to do the “hard stuff”
• The Hard Questions: 100 Questions to Ask Before You Say, “I Do”
• Home, Money, Work, Sex, Health and Food, Family, Children, Community and Friends, Spiritual Life
• 1. What does your home look like, physically? Outside? Inside? Any particular style?
• The value is in the work to get there, not necessarily the answer itself
You’re in Financial Scope...

...what do you do?
Hard Questions Worth Exploring About Your Department

• Does the in-plant offer a range of services that meet the changing needs of the organization? What are they?
• How reactive is the in-plant to change? Give an example
• Does the in-plant demonstrate a corporate overview? …and if so, does it do what is ‘right’ for the organization? How?
• Has the in-plant adopted a print service approach that embraces in-plant and outsourced print? Why/Why not?
• Does the in-plant expertly manage the service? How so?
• Is the in-plant actively involved in inter-disciplinary teams with the necessary skill sets to deliver the organization’s objectives? How so?
• Is the in-plant service offered straightforward, transparent in costing/pricing and is it customer focused? Why/Why not?
• What is the real cost of providing the service? How is it justified?
Why Are We Here?

• Here to help you learn about what you’re facing and what you can do about it...
• But what are your customers facing?
• And what can you to help them deal with it?
They could be dealing with MOOCs?

• Massive Open Online Course (MOOC) is an online course aiming at large-scale participation and open access via the web
• Recent development in distance education often use open educational resources
• Typically do not offer academic credit or charge tuition fees
• Only about 10% of the tens of thousands who sign up complete the course
5 Trends
Your Customer Could be Facing

1. College Affordability/Unaffordability
   - From 1982-2007 avg price of college up 430%

2. Students as Consumers
   - Informed shopper is one who asks tougher questions and compares products more rigorously

3. Time in college does not result in success or graduation
   - Part timers finish less than half as full timers

4. More competitive landscape – intra-state, inter-state, internationally, and virtual (rise of MOOCs)
   - Competition is EVERYWHERE

5. Non-Traditional Student Takeover
   - Recruiting and supporting them is far different
What are some of the trends your customers could be dealing with?
What are some of the challenges your customers are dealing with?
What are you doing to help your customer...

save time, save money, make money, look good, learn more, do the right thing?
Are you really customer focused?
7 Know Me Concepts
Help you understand your customers and your opportunities

1. Who they are?
2. What they do?
3. Who they do it for?
4. How they do it?
5. Why they do it?
6. Where they’re going?
7. Where can/can’t I help?
6 Reasons Why
People Will Listen/Buy From You

1. Save me/Make Me Money
2. Make Me/My Organization Look Good
3. Make My Life Easier/My Organization More Efficient
4. Save Me/My Organization
5. Challenge Me
6. Because It’s the Right Thing to Do/It’s required
3 Good Ideas
Be Prepared to Share

- After doing research and developing your value propositions then bring those ideas to your customer help you grow yourself, your team, your department and your organization.

- We call this the 763 Sales Approach
So... how do you prepare?

4 In-Plant Infinity Initiatives

1. Offering the Right Services/Products for Your Customers
2. Effectively Justifying Existence of In-Plant
3. Marketing and Selling What You Do
4. Maximizing Productivity Benefits with Workflow: People, Processes and Technology
1. Right Services and Products
Enterprise Communication Trends

1. Optimizing Customer Interaction
2. Marketing Automation and Brand Control
3. Cross-Media Marketing
4. Changing Role of Print
U of Alabama Tide Pride Renewal

- Campaign Objectives
  - Motivate seat license holders to renew their licenses online
  - Simplify the handling of transactions to reduce associated costs
  - Generate additional revenue by offering products to online customers
It’s John Brown Day at Bryant-Denny Stadium.
Find out why at john.brown.renewtidepride.com
U of Alabama Tide Pride Renewal

Campaign Objectives
- Motivate seat license holders to renew their licenses online
- Simplify the handling of transactions to reduce associated costs
- Generate additional revenue by offering products to online customers

Campaign Results
- More than 29% of Tide Pride members who received mailings went to their personalized URLs (pURLs)
- More than 1,000 posters were sold, generating over $58,000 in revenue
- The cost of the campaign was more than offset by the revenue earned from the sales of posters
Exploring What Makes the Right Services and Products

- What’s the most popular product/service offered?
- What’s the most profitable product/service offered?
- What are you doing to creatively develop ways to offer more channels in existing and future offerings?
- What are you doing to identify future products/services?
- Are you actively benchmarking the opportunity, availability and pricing of external products/services?
2. Justifying the In-Plant
John Meyer on Justifying the In-Plant
Former director, RIT Print and Postal Hub

1. Know your customer
2. Identify best opportunities
3. Act

• Strategic Partnerships
  – Admissions, IT, University Publications, Event Services, Specific Academic Departments
Initiatives that Helped us Improve

Variable Data Printing for Admissions and Development.

Success helped secure us as the subject experts

MIS system and Web Submission

Make it as easy as possible for customers to do business with you and to complete transactions, chargebacks and billing

Emphasize digital color

Provided faster turn around time and affordable short print runs

Insourcing from outside

Allows us to generate more revenue to return to the operating budget and fills the production gaps

Use all your assets

Mailing and Postage expertise brought in a job using Every Door Direct. This generated $7,500 in new revenue for the HUB and provided a 3% use rate and $25,000 in sales for the bookstore.
Strategic Asset

You are not a strategic asset just because you:
- are the cheapest
- are the most convenient
- are service orientated
- have been around for a long time
- have a loyal customer base

You must be critical to the operating needs of your larger organization by providing activities that cannot be outsourced easily or cannot be clearly isolated.

- Abbas Badani, Penn State
It all starts with a plan...

• Do you have a justification plan? (some call it a business plan)
• Financial justification to the organization
  – Proof how money spent proves value
• Customer justification
  – Proof that what is provided meets/exceeds customer need
• Employee justification
  – Proof that people employed (students too!) increase value to themselves and the organization
Parts of a Justification Plan

• Goals
• Objectives
• Actions
• Timeline
• Outcomes
• Budget

• What else?
Creating a Justification Plan

1. Consider your customer
2. Understand the market
3. Develop a plan
4. Market your services
5. Expand your offerings

Xerox ProfitAccelerator
Guide to Achieving Strategic Relevance
3. Communicating the Value and Wining New Business (Marketing and Selling)
Printing
Mailing
Inserting
Fulfilling
Distributing
Finishing
Converting
Labeling
Binding
Proofing
Designing
Developing
Hosting
Marketing
Strategizing
Selling
Collecting
Billing
Data Handling
Multi-Channel
Communicating
Social Networking
Your success depends on
Your Customer’s Interest In Choosing You

keep it in
send it out
Where does your work come from?

- How do people know you’re there?
- How do they know what you do?
- How do they know how long it will take?
- How do they know how much it will cost?
- And on and on...
- You should consider a marketing plan and a sales management process or at least a justification report
Why should/would/does your customer choose you?
Comes Down to 3 Things

1. Mindset
2. Marketing
3. Selling
Business Development Mindset

Helping your customer’s be successful enabled by your interest, ideas and efforts
Components of Achieving Strategic Relevance in Your Marketing Efforts

1. Consider your customer
2. Understand the market
3. Develop a plan
4. Market your services
5. Expand your offerings
Possible Marketing Efforts

• Meeting new hires, key customers and student organizations
• Branded signage, website and social media presence
• Educational Open House linked to core customer needs and opportunities
• Incredible customer service

• What are you doing to market your services?
The 3 W’s of a Business Development Mindset

1. Why you could be worth your customer’s time?

2. Identify Which customers are worth your time?

3. What do you do for those who are worth your time and those who aren’t?

- Business Development Approach to Customers = “Helping Your Customer’s Grow Their Business”
  - Strategically discover, Save cost for existing, Sell more for more, Establish credibility
763 Sales Approach™

7 Know Me Concepts
1. Know who I am
2. Know what I do
3. Know who I do it for
4. Know how I do it
5. Know why I do it
6. Know where I’m going
7. Know where you can and can’t fit

6 Reasons Why People Buy
1. Save me/Make Me Money
2. Make Me/My Organization Look Good
3. Make My Life Easier/My Organization More Efficient
4. Save Me/My Organization
5. Challenge Me
6. Because It’s the Right Thing to Do/It’s required

3 Good Ideas: After doing research and developing value propositions then bring you those ideas to help you grow you and your organization.

*Part of Bizucate’s Selling SkillShop*
What you could do for your internal/external customers?

- You could create programs/campaigns you can show your customer that is pertinent to who they are, what they do, who they do it for, how they do it and why they do it
Closing on New Business

- How will you “sell” this to your customers?
- How can you present your ideas to your customers?
- What will you do to keep a commercial printing company from getting the business?
Neuman College Tests Headlines

• Campaign Objectives
  - Recruit prospective students to attend an information session on their “Finish College Now” program
  - Obtain 30 registrations each for two information sessions – one in Aston, PA and one at the newest campus in Phoenixville, PA
  - Test two different postcard headlines: “Finish college now, right in <location>” and “Life happens. Now you can get credit for it.”

• Campaign Results
  - In both markets the “Finish College Now” headline outperformed the “Life Happens” headline
  - A total of 63 people registered for the information sessions.
  - 11 registrations came from the postcard campaign
  - The other 52 registrations came from responses to newspaper and radio ads

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<th># of Postcards Mailed</th>
<th>Unique PURL Visits</th>
<th>Phone Calls</th>
<th>Total Responses</th>
<th>Response Rate</th>
<th>Conversions/Reservations (online)</th>
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Neuman College Program Images

Jane, Finish College Now.

With the Neuman College degree completion program for adults, you can:
- Finish your degree
- Take courses in convenient formats
- Finish in half the time
- Things as many as you can
- Earn credit for work

Information Session:
February 12 at 6:00 p.m.
430 Franklin Ave. Phoenixville
Visit alongnameforsurefit.DegreeAtNeumann.net or call 888-610-3693 today to pre-register for the session!

Jane, Finish College NOW
RIGHT IN PHOENIXVILLE

Sign Up!

http://www.degrees.neumann.net/

Pre-Register for a FREE Information Session
February 12th at 6:00 p.m.
Now Offered at Two Locations

Now is the time to invest in yourself and make a difference in your life.
Get a bachelor of arts, bachelor of science, or associate of arts degree. Neumann College makes it easy with the unique and flexible Finish College Now Accelerated Degree Program.

Free $20 Wawa Gift Card!

Register in advance, attend the entire session, and you’ll get a FREE $20 Wawa Gift Card!

Unique Program Features:
- Six Credits Earned: Each course gives you the opportunity to earn 12 credits toward your degree.
- Can Study Anytime: You can study in person or online.
- Can Study Anywhere: You can study from anywhere around the world.
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PODi Campaign Post Mortem

- List (30%)
  - Was the target market identified correctly?
  - Are the names on our list really the buyer?
  - Is the list up to date?
  - Did they receive the piece?

- Offer (30%)
  - Did we address the pain points?
  - Was the offer compelling?

- Timing (30%)
  - Did we miss the buying window?

- Creative (10%)
  - Did the creative communicate the key benefit of the product for the target audience?
  - Was the piece persuasive?
  - What was the call to action?
Multi-Channel Marketing/Sales Strategy*

- Who are you trying to reach?
- What channel(s) will you use to get to them?
- How can they find you?
- What will you say (listen for)?
- How often will you say it?
- Will you ask to do something?
- Why should they do it?
- How will you know if they did or not?

Answering these questions will help you set your strategy and determine the appropriate tactics.
4. Productive Workflow
Defining Workflow

• How do you define workflow?
  – No right or wrong answers

• Workflow can mean many things to many people
  – From company to company and individual to individual

• There’s power and opportunity in asking customers how they define it first
  – Minimizes assumptions
  – Helps to understand customer perceptions
  – Highlights areas of importance and opportunities
A Working Workflow Definition

• The people, processes, technology and strategy involved in getting work done
  – People: Who does what? (if any)
  – Processes: What do they do?
  – Technology: What do they do it with?
  – Strategy: Why do they do it?

• This definition can be applied to print, service delivery...really to anything
Workflow Bottlenecks to some... can be your workflow opportunity

• Where have you identified bottlenecks that keep you/your organization from getting more work done with less time (and possibly less funding)?
Production Workflow Hot Spots

- **Business**
  - Objective
  - Order
  - Estimate
  - Bill/Chargeback

- **Process**
  - Manage Data
  - Schedule
  - Job Management

- **Design**
  - Create
  - Proof

- **Output**
  - Prepress
  - RIP
  - Print
  - Finish
  - Fulfill
  - Ship
Core Workflow Functions

- Content Creation
- Web to Print
- Management Information Systems
- Production Functions
Workflow Trends

• Old adage: Price, quality and speed
  – Modern want: Free, perfect and now

• Be able to prove value to the organization
  – Guide to Achieving Strategic Relevance

• Be able to do more, with less and at lower overhead
  – Guide to Operational Excellence

• Workflow automation only as good as the “customer experience” of all those involved
  – Making it easy: reducing the touches, tasks and potential for error
Creating an Optimized Workflow

1. Understand your goal
2. Measure your current state
3. Analyze your data
4. Develop your plan
5. Implement your plan

Xerox ProfitAccelerator
Guide to Operational Excellence
4 In-Plant Infinity Initiatives

1. Offering the Right Services/Products for Your Customers
2. Effectively Justifying Existence of In-Plant
3. Marketing and Selling What You Do
4. Maximizing Productivity Benefits with Workflow: People, Processes and Technology
“In times of change, the learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”

- Eric Hoffer The True Believer
Making this Workshop Your Own

• What 3 things will you take back and review and possibly implement? Why? What would implementation look like? By When? What could hold you back? What if you don’t and competition does?

• What 2 things will you stop doing? Why? What happens if you don’t? When will you stop? What could keep you from stopping? What if you keep doing it and your competition stops?

• What 1 thing can you celebrate that you are doing really well? Not only do you think so, but your customers do too.
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