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## Change For The Better

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Leading guru, Dick Gorelick, says that in the past buyers always wanted to have multiple print suppliers to hedge against the possibility of supplier failure. He observes that a major shift has occurred in buyer attitudes on this point fueled by the disappearance of professional print buyers and thus the need for single-source suppliers, corporate pressure to reduce purchasing cost, increased importance of speed, and the greater reliability of print production capability. The obvious advantage to us is that the dream of being the sole source is now possible. At the same time, the sales process has become much more difficult. Getting to sole source status will not be achieved by the sales rep dropping by and asking whether there are any jobs to quote on. These relationships involve in-depth research to identify target prospects, then serious collaborative work with the client to understand their business process so that a convincing case can be made for reducing their costs and/or enhancing sales and profits using the resources we can bring to their table. This is not easy nor quick but the returns are great.