FEBRUARY 2023

npsoa™ magazine

Overcoming Obstacles in an Acquisition Page 13

Updated Agenda for the 2023 Spring Conference Page 37

THE PRINT & SIGN OWNER'S MAGAZINE OF

INDUSTRY NEWS & UPDATES

KONICA MINOLTA

SEE THE POTENTIAL

Elevate your craft. Embrace cutting-edge techniques. Enhance your creativity. Are you ready to revolutionize your business?

Let Konica Minolta ignite your print possibilities. **Rethink Print.**

Head to RethinkPrint.com to take the next step.

© 2022 KONICA MINOLTA BUSINESS SOLUTIONS U.S.A., INC.

Giving Shape to Ideas

Inside

Cracking the Use of QR Codes for Richer Connections 4

The Top Gun of Sales 7

No More Excuses 10

Changing Sales Profiles in the Printing Industry and What Buyers are Saying 12

Overcoming Obstacles in an Acquisition 13

Put Customer Experience on Autopilot 18

What Trust has to do with it 19

Defining Workplace Goals is a Vital First Step to an Effective Retirement Plan 21

Measuring Customer Satisfaction & Loyalty with Surveys 24

NPSOA Quick Web Links 25

2023 NPSOA Webinar & Zoom Schedules 28

More Than a Printer: Cereus Graphics, Phoenix, Arizona 30

Seven Marketing Shifts for 2023 34

Protect Your Business Continuity With Succession Planning 36

2023 NPSOA Spring Conference Agenda 37

A Time to Reflect 44

Sales Questions Answered! 45

Board of Directors

Nathaniel Grant, *Chairman*
GAM Graphics and Marketing
P.O. Box 25, Sterling, VA 20167
703-450-4121
nathaniel@gamweregood.com

Kevin Hebert, *Vice Chairman*
Education and Events Committee Chair
St. Charles Printing / FASTSIGNS
Boutte, LA
985-785-0727
kevin@stcharlesprinting.com

Daniel Flatt, *Secretary/Treasurer*
Listserve Committee Chair
Multi-Media Services
Corning, NY
607-936-3186
danf@mmsny.com

K. Scott Schoppert, *Director*
Membership Committee Chair
Printing Impressions
Martinsburg, WV
304-267-7327
scott@printing-impressions.com

Randy Herron
Immediate Past Chairman
Herron Printing & Graphics
Gaithersburg, MD
301-990-3100
randy@herronprinting.com

Board of Advisors

Deborah Corn
Intergalactic Ambassador to The Printerverse
Print Media Centr
o. 727-329-8520
m. 917-673-0918
deborah@printmediacentr.com

npsoa™ NATIONAL PRINT & SIGN OWNERS ASSOCIATION

P.O. Box 36, Sterling, VA 20167
1.888.316.2040 • www.npsoa.org

NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donates funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer an option of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2022 National Print & Sign Owners Association.

View the rest of this magazine by becoming an NPSOA member.

JOIN HERE!

npsoa™
NATIONAL PRINT & SIGN OWNERS ASSOCIATION