



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.

 $\label{thm:lead} \textbf{Head to RethinkPrint.com to take the next step.}$



Inside

Social Selling: A Modern B2B Imperative	5
Selling Fewer Projects at a Higher Price is More Profitable than Selling More Projects at a Lower Price	
Let's see if I can convince you of that	7
Hope is Not a Strategy	9
Practicing What You Preach	10
Identifying a Hidden Customer Opportunity	13
Why Are Deals Taking Longer to Close?	16
Problem with Budget Hour Rates	18
4 Ways Employers Can Create a Culture of Wellness	20
The Power of Customer Reviews and Testimonials	22
2023 NPSOA Webinar & Zoom Schedule Dates	27
9 Reasons Your Print Website Needs Social Media for SEO	28
Furbush-Roberts: Standing the Test of Time	32
Talkin''Bout My Generation	35
How To Calculate Customer Acquisition Cost	38
Let's Talk Front of the House Automation	40
New Podcast – 40 Under 0:40:00!!	42
Member Moment	42
NPSOA Quick Web Links	43
The Future of the Web-to-Print Industry	45



Past Issues of the Magazine

If you would like to read past issues scan here. Login to read the full issues.





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

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

Chris Calloway, Admin

GAM Graphics and Marketing

Sterling, VA 571-758-8882 admin@herronprinting.com

Michael Makin, Senior Consultant

Pittsburgh, PA m. 412-298-3340 Michael.makin@npsoa.org

Deborah Corn, Board of Advisors

Intergalactic Ambassador to The Printerverse

Print Media Centr

o. 727-329-8520 m. 917-673-0918 deborah@printmedia.contr

deborah@printmediacentr.com

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. © 2023 National Print & Sign Owners Association.

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

JOIN HERE!

