Build Brand Loyalty—for Your Brand Customers

Insights for being a better client
Hearing too much of this...

- “We have 10 locations throughout the US.”
- “Our equipment is the best in the industry.”
- “We can do it all”
...rather than more of this?

✓ “What’s your goal for a new package redesign?”
✓ “Want to reduce costs -or- increase market share?”
✓ “Trying to meet sustainability goals?”
Who is this guy?

Daryl Eifler - Founder & CEO of i4Color

He likes colors, printing, problems... and talking about it.
What clients ask for? **Meh.**

What they need? **Golden!**

Asking the right questions—to dig deep.

Trust cuts both ways. Client & vendors—being real, being vulnerable.
Include, not exclude

Talk to vendors early...for best results later.
Random? Really?

Avoiding disaster... an example.
Solving **over** selling

Understand the problem... to solve the problem.

*(Duh, right? You’d be surprised.)*
Dollars & Sense

Clients’ long-term goals - over- vendors short-term gains.
Don’t be such “a man” about it

Share your pains with vendors... it’s more human.

People want to help—if you let them in.
Printers... may be your best friends

Removing their burdens is nice to do, and... good for business.
Fresh eyes? **Good.**

Consistency over the years? **Great.**

Helping clients with their turnover
...educating them, too.
Choose. Vendors. Wisely.

“That’s not our problem.”

Ah... really? Then who’s problem do you think it will become?
Don’t go at it alone

So you can stay focused on what you’re built for.
Sustainability... the fight continues

It’s not just white paper (or virgin boards) anymore.
If nothing else...

1) Work with vendors you trust
2) Allow them to work with the right people
3) Use their wisdom & expertise