

# 4 The Office

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## Why are some copier salespeople despised by customers?

Unfortunately, in every industry there are always going to be a few poorly trained or unqualified salespeople forced to meet quota instead of properly analyzing your business needs. The truth is a good copier salesperson will be highly sought after and recruited by many of the largest sales companies in the world. Many of them have been through extensive training programs from Manufacturers that are second to none when it comes to sales training. They also possess a very unique talent, because let's face it; a copier sale doesn't come without a lot of hard work and constant prospecting.

Those that are successful have been doing so for many years and have a genuine concern for their customers, as well as the future of their company. They know their product, how their customer will benefit from it, and how to deliver a proposal that is going to be mutually beneficial. Their proposal is very distinct and generally includes everything that you can expect from them and their company. After you've purchased a copier from them, they often check back to see if everything was delivered as promised and also check back with you throughout the entire term of the lease.

Those who are poor salespeople often "pencil sell" their customers, which is either calling you with a price or putting a very poorly designed proposal together often hand written on the back of a brochure or in a poorly crafted email. Then they will probably call or email you about every five minutes to see if you've made your decision. They have no general knowledge of the equipment other than its basic capabilities and will always bring up the fact that their price is the best available. Poor salespeople will never discuss things like what their copier guarantee is, how long their maintenance price is good for, or preposterous Lease Auto Renewal Clauses. If someone is not willing to put together a professional proposal for something that can often cost as much as a car, then maybe you should think twice about buying from them?

If you have to ask a salesperson basic questions that should have been included in the proposal then maybe you should be dealing with someone else? Poor salespeople omit or do not disclose relevant information regarding your purchase.

Many of you despise the tactics discussed above or unfortunately have even been in the position that something you were told was not put in writing, no longer exists, or can no longer be honored. If that particular salesperson is no longer employed, the proof of such an offer no longer exists. A reputable company will never blame a former salesperson for the shortcomings of their company. To prevent this from happening to you, get EVERYTHING IN WRITING. If you fail to do this, you are also unfortunately to blame.

## Things You Should Require From Vendors

**A Copier Guarantee-** Almost every copier company will guarantee a machine for a minimum of five years as long as you keep it under a Maintenance Agreement with them. This is an absolute must when leasing a new machine, if they can't make it last for the term of your lease then apparently their service is most likely poor or they're just trying to keep you from shopping for competitive quotes. Who's going to pay off the balance you owe? Well it's like rolling car payments over and over; eventually you'll be paying way more than market prices for your machine.

**Maintenance Pricing Guarantees-** The lowest cost per page proposed means nothing if it goes up 20% every year. It is easy to obtain a Cost per Page Price Guarantee for the term of your lease based upon your current volume; all you have to do is ask for it. Also, don't forget to keep it out of your Lease Agreement and make the copier vendor invoice you monthly for only the copies/prints produced.

**No Lease Auto Renewal Clauses In Excess Of 30 Days-** If you have never read a lease prior to signing it, you may want to start to do so now. Some copier companies have leases that state you will automatically renew for a one year period if you fail to give the "Leasing Company", not them the required notice in writing. This is to protect them not you, how could you benefit from an automatic one year renewal clause on a five year old machine? How could they benefit? You're stuck for another year and they are the only one capable of letting you out. The problem is many of us may not remember in 57 months that we need to get a letter out to the leasing company so we don't Auto Renew for a year.



**No Automatic Increases In Your Monthly Lease Payments-** If you read your lease carefully and have not included any maintenance and supplies on your lease generally all leases proposed by reputable copier companies will remain the same for the entire term. Leases that often have increase clauses are those with maintenance and supplies included and now your entire payment will be increased not just the maintenance and supplies portion.

If you obtain the previous things in writing you are much more likely to keep cost under control within your organization while also maintaining the ability to competitively shop as you approach end of term and wish to do so.

Good Luck,

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