



Overcoming RISO Prospects' Concerns

As we learn in the PSS training program, we should encourage our prospects to voice any concerns they may have about acquiring a new RISO digital printer. With this open exchange between the prospect and us, we are better able to resolve their concerns and help them make an informed mutually beneficial decision to acquire our product. Concerns are a natural part of every buying process. A prospect that expressed absolutely no concerns is not likely to be very serious about buying.

Concerns are categorized as *Misunderstandings*, *Skepticism*, or *Drawbacks*. (These are abbreviated "M, S, and D" below. Indifference is abbreviated "I"). Following are the most common concerns expressed by RISO prospects in the buying process. Some of these concerns are expressed by the prospect early in the buying process and some occur much later.

Misunderstandings –

A misunderstanding occurs when a prospect thinks that she cannot benefit from owning a RISO, when, in fact she can. Because selling RISO printers generally involves a significant effort in educating the prospect about our benefits, misunderstandings often happen in the earlier stages of the buying process. If we probe effectively (to understand the prospect's needs) and support the prospect's needs (by our providing information about our benefits), many misunderstandings can be avoided.

1. We already have a copier and we are very satisfied with it (M or I).
2. We do not have the money for new equipment right now (M or D).
3. We do not have enough volume or applications to justify the equipment (M).
4. We do not have the space for the equipment (M).
5. We do not have the time or staff to operate the equipment.
6. You do not have color we need.

Skepticism

Skepticism occurs when we make a support (or benefit) statement and the prospect doubts the RISO system will do what have said it will do.

1. We are not sure that the system will actually "pay for itself," as you are proposing.
2. It is hard for me to believe that the equipment will be as easy for my staff to operate as you claim it will be.
3. We are not sure that the RISO quality will be acceptable to our customers (or members or prospects)

Drawbacks

A drawback is a prospect's dissatisfaction with the presence or absence of a RISO feature or that of a circumstance in her own business situation. As powerful as it is, the RISO system does have limitations and it cannot satisfy all of a prospect's specific needs.

1. We have more important priorities right now than to consider purchasing a new RISO system.
2. We do not have enough volume or applications to justify the equipment (D).
3. We do not have the money. (D)
4. The RISO's quality is not acceptable for our applications.
5. We do not have the space for the equipment (RISO, addressing unit, and envelope feeder) you are proposing (D).
6. We do not pay for our outsourced printing so you cannot save us any money.
7. Our digital copier (or Oce or Xerox 1090) costs only \$.008 per copy. All we do is black & white copying on letter-sized copy paper. Therefore, there is little or no cost benefit in using the RISO printer.
8. We just signed a 60-month lease last week for a new Gestetner duplicator.

Indifference

1. We already have a **large copier** and it meets our needs.
2. We already have a **duplicator** from another vendor and we are very satisfied with it.
3. We already have a RISO from your company and it is doing the job just fine.
4. We send all of our work to an **outside printer** and we are very satisfied with them.
5. We are **not** interested in the benefits you are proposing (i.e. lowering our costs, reducing our production time, adding color, increasing our flexibility, increasing reliability, or reducing waste).
6. We **are** interested in the benefits you are proposing (see #5 above), but it is not a priority right now. Maybe down the road.

Customer Questions that indicate potential concerns:

- Does it print on transparencies or glossy paper?
- Does it come with a sorter?
- Can it replace my copier?
- Can it print in multiple colors in one pass?
- Can it duplex?