



The 9 RISO Applications Probing Questions To Ask Every Prospect

1. “What are some of the applications you are currently printing or copying?”

- The prospect provides an answer like, “newsletter, flyers, mailers, forms, envelopes, etc.” Select one of these applications to determine if it may be a RISO application. Ask the following questions for each application.

2. “May I see a sample of that application?”

3. “How often do produce this job?”

- Higher frequency (daily, weekly, monthly) indicates higher annual costs, greater customer concern, and the opportunity for more RISO clicks and cost savings.

4. “How many do you produce (of each original)?”

- Longer run-lengths are desirable for RISO production. The longer the run, the lower the operating cost and the greater the savings for the customer.

5. “How is this application produced?” (Copier, outside print shop, in-plant print shop, inkjet, laser, etc.)

- Alternative production methods may be:
 - More expensive (two to four times more)
 - More time consuming (days for outside printer or hours for copier)
 - Less reliable (jams on copier or production delays from print shop)
 - Less versatile (limited stock or color capability on copier or restrictions on short-run quantities by print shop)

6. “How much does it cost to produce?”

- For copier production, the prospect may not know the exact cost. If this is the case, we should find out the approximate copier operating cost per copy and multiply it by the run length and number of impressions. Copier operating costs may vary from a little less than one cent per copy to a little over two cents per copy, depending upon

the age, size, make, model, and volume commitment on the machine.

- For outside print shop production, the cost is generally three to four times the cost of printing the job in-house on the RISO printer.

7. *How long does it take for this application to be produced?*

- For outside print shop production, the turnaround time is generally two to four days – sometimes longer. For jobs produced on the copier, the production time will generally be two to three times longer than it would if produced on the RISO.

8. *“What types of challenges do you experience in producing this job with your current method?”*

- The prospect may not be able to remember all the problems with the current method. Because he may not be aware of any alternatives to their current method, he may have become accustomed to the problems he experiences. Therefore, the RISO sales consultant should ask follow-up questions to uncover the prospect’s latent concerns. These questions should center on problems with:
 - Reliability problems with copier (jams, misfeeds, frequent service calls)
 - High costs
 - Long production times
 - Limitations to black-and-white images
 - Limitations on paper stocks
 - Lack of control (with documents outsourced to print shop)
 - Concerns with confidentiality (with documents outsourced to print shop)
 - Frequent and costly replacement of copying equipment

9. *“Suppose you could produce this application directly from your computer for less money, in less time, and with greater control and versatility, would that be of a benefit to your organization?”*

- This is a trial-closing question that indicates the prospect’s interest in learning more and advancing to the next step of the buying process.
- If the answer is “yes,” you should advance to the presentation stage.
- If the prospect expresses a concern (“Yes, I like the idea but...” or “No, I don’t think so because...”), then you must work to understand the concern and properly address it.