Learning From Current RISO Customers

Before you become successful in selling RISO printers, you must learn and genuinely understand the benefits of owning and operating a RISO printer. With this understanding, you must also develop a deep conviction that you can genuinely help other organizations realize these benefits. The best way of developing this conviction is to talk directly our RISO customers. By visiting customers, discussing their applications, and learning about the value they have received, you can achieve three key objectives.

First, you will obtain "real life" success stories from satisfied customers. You will find out how they use their equipment, how much money and time they have saved, how much their productivity and equipment reliability has improved, and how they have increased appearance and quality of their documents. These success stories will reinforce your enthusiasm for RISO's value and will give you ideas for calling on new prospects with similar needs and applications.

Second, you will obtain references for new prospects. By asking our current customers for the names of people that they know who might benefit from owning a RISO printer, your pipeline will increase significantly.

RISO CURRENT CUSTOMER QUESTIONAIRE

Organization Name_____ Today's Date _____

Phone _____City_____ Contact name_____

Model_____ Number of Colors_____ Accessories_____

Date Riso Was Purchased_____ Or Leased? _____

What Are Some Of The Major Applications You Use Your Machine For?

Application_____Application_____
Run Length _____Run Length _____
How Often? _____How Often? _____

Application_____Application_____
Run Length _____Run Length _____
How Often? _____How Often? _____

What Are Some Of The Main Reasons That You Acquired Your RISO? (Cost Savings, Reliability, Color, Speed)
_____

What Are Some Of The Major Benefits You Receive From Running Your Jobs On The RISO? _____

How Much Volume Have You Shifted From Your Copier(s) To The RISO? _____

Have You Brought Print Jobs In-House That Were Previously Sent Out? _____
If So, How Much Money Would You Estimate That You Have Saved?_____

Has The Equipment Lived Up To Your Expectations? _____

Are There Any Jobs That You Still Outsource To Printers Because Of The RISO's Limitations? _____

If So, Why, And What Are The Applications? _____
_____

Have You Been Satisfied With The Service That You Have Received?_____

Would You Recommend The RISO To Others With Similar Applications?_____

Would Any Of The Following Features Or Accessories Be Of Interest To You?

> Improved Photo Quality _____ Faster Drying Images _____
> On-Line Sorting/Stapling_____ Editing Capabilities _____
> Large Capacity Envelope Feeder _____11"X17" Print Area _____
> System Controller_____ Additional Colors _____
> Consecutive Numbering Device _____ Variable Data Addressing _____

Would You To See A Demonstration Of Any Of Our New Products?_____

Other Comments_____