

# HOW TO...

# SELL DUPLICATORS

## Why selling duplicators makes profitable sense

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**S**elling photocopiers these days is tough! Cost per copy contracts separated only by fractions of a penny, features that are similar from brand to brand and very few analogue copiers left to upgrade, means closing sales has never been harder.

Price competition is so fierce that simply posting a quote for a more recent machine on marginally better terms and waiting for the order is not the best recipe for success. To win sales, dealers must now engage with their customer, demonstrate the unique benefits of their proposal and offer a deal no one else can match. This is where duplicators come in.

Duplicators are essentially high-volume digital printers/copiers that print at speeds of up to 120+ pages per minute. They take the middle ground between high volume photocopiers and single colour offset presses, by taking the best features from a copier, including computer interface and simplicity of operation, combined with the speed and economy of a printing press. This makes duplicators ideal for companies producing mass mail-outs, leaflets, manuals etc, requiring output of between 30 and 5,000 sheets – many jobs of which may be out-sourced or tie-up the office copier/multi functional printer (MFP) for many hours.

By analysing the customer's total print requirements, there is every chance that an opportunity will be identified that is only suitable for a duplicator. If it suits the application and will save the customer money overall, submit a two machine package (an MFP and a duplicator for example) for different parts of the print/copy output. This demonstrates to the customer that



you really have considered their requirements and are not just replacing one machine for another without any real understanding of what's best for them. And, if you find savings against the use of outside printers, then the machine may well be self funding – then make sure they know it!

The real key to success with duplicators is educating the customer. Everybody knows what a photocopier or printer is. Indeed, these are technologies we have all grown up with. However, some may not be clear about the benefits of duplicators. The successful salesperson must clearly explain the savings that can be achieved by introducing duplicators for certain print applications, such as the cost-per-copy advantages for high volume runs, as well as how little electricity it consumes in comparison to a standard copier/printer.

Duplicators have a very specific place in the market. If pitched correctly they are an ideal compliment to a traditional copier salespersons' offering. They provide higher margins for the dealer and huge cost savings for the customer ...if only more people knew they existed. ■

## TOP TIPS

>> 1.

**ENGAGE THE CUSTOMER  
IN DETAILED DISCUSSIONS  
ABOUT THEIR TOTAL  
PRINT REQUIREMENT – USE  
THIS INFORMATION TO  
SELECT THE MACHINE(S) BEST  
SUITED TO THEIR WORK**

>> 2.

**EDUCATE THE CUSTOMER  
AS TO EXACTLY WHAT  
A DUPLICATOR IS AND HOW  
IT WILL ENHANCE THEIR  
BUSINESS FOR CERTAIN  
APPLICATIONS IE. HIGHER  
SPEEDS, RANGE OF PAPER  
AND LOWER OPERATING COSTS**

>> 3.

**DO NOT SEE DUPLICATORS  
AS COMPETITION TO CORE  
COPIER BUSINESS – THEY  
ARE FAR MORE COST  
EFFECTIVE WHEN THEY  
WORK IN TANDEM WITH  
ONE ANOTHER**

