

## HOW TO...

# SELL RUBBER STAMPS

The original text message – a rather sophisticated sale

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Selling a custom stamp like any personalised product is a bespoke service, requiring more dialogue than taking a simple stock order. However, by its very nature, there is little price perception and it's one of the few products that a dealer can still sell at full retail price providing exceptional profit margins.

Admittedly, rubber stamps may not be savvy, sexy or Bluetooth enabled but, don't be fooled, the stamp you see being pummelled into a stamp pad behind the counter at the bank has over the years developed into something much more sophisticated.

Stamps are a definite 'need' purchase, bought for a specific use at work or in the home. Some say you don't sell stamps, you take orders! But every time an order is received there is an opportunity to 'sell' a higher value stamp. Phone the customer and persuade them to convert from a traditional rubber stamp to a self-inking stamp; from a lightweight plastic 'Printy' stamp to a heavy-duty Professional self inker; and the ultimate conversion, from a uni-colour to a multicolour impression stamp.

Typically, orders for only ten stamps per day can realise a top line sales figure of over £1,000 per week, at gross margins typically double that earned on other office products. Upgrade your stamp orders to professional self-inkers, pre-inked or multicolour and your sales could easily double to over £100,000 per annum and for just ten custom stamp orders a day.

The trick behind a good sale is to ask your customer exactly what they need the stamp for. Different types of stamps suit different

applications. Consider – frequency of use; the environment (home, office or warehouse); the type of message required on the stamp (text, logo or signature); and the type of paper to be stamped (glossy surfaces may need a specialist ink).

Once you know how the stamp is going to be used, it's easier to propose the best stamp model to suit the user. Self-inking is a much cleaner and sophisticated alternative to the old-fashioned rubber stamp. It features an integral ink pad and is ideal for repetitive or frequent stamping. Additional sales opportunities also exist by offering replacement ink pads.

Take a further step into sophistication and the sale can be upgraded to a multicolour impression stamp. Trodat Multi Colour Impression stamps include up to four ink colours on the one stamp, requiring a bespoke ink pad – manufactured on a high-tech laser machine. The customer now has to return to you to re-order their 'customised' replacement ink pads.

Just remind your customer how many thousands of pounds they have invested in their company logo and corporate image, and ask them to invest a little more by ordering a stamp with their logo in multicolour.

The astute dealer realises that investing some time in custom stamps will boost sales and boost profit margins – an altogether more sophisticated sale. ■

## TOP TIPS

>> 1.

**THE TRICK BEHIND A GOOD SALE IS TO ASK YOUR CUSTOMER EXACTLY WHAT THEY NEED THE STAMP FOR**

>> 2.

**EVERY TIME AN ORDER IS RECEIVED THERE IS AN OPPORTUNITY TO 'SELL' A HIGHER VALUE STAMP**

>> 3.

**THE SHREWD DEALER WILL GET THEIR CUSTOMERS ONLINE, PLACING THE STAMP ORDERS FOR THEMSELVES VIA THE DEALER'S OWN WEBSITE**

