

How to be successful in selling RISO Printing Equipment to the CHURCH MARKET

from Yvon Prehn, your church lady

What we'll cover today

Why bother with Churches?

- Why bother with PRINTING at all?????
- Why bother with RISO Printing Equipment?
- The Resources available to make you successful in selling RISO Printing equipment to churches!!!!

Why Churches?

- They HAVE the money—do they trust you?
- There are so many of them
- They never go out of business
- They ALWAYS have to print—a HUGE variety of materials, requiring MULTIPLE MACHINES
- They can be huge consumers of supplies
- They are incredible resource and referral pools
- Church Boards often made of business owners
- They are a source of additional equipment sales

Why Print in a Digital world?

Overall, why print is still important

- We live in a time of Multi-channel communications
- Both/and not either/or
- Social media is of limited use in the church—it is a flowing stream, hard to access for useful connecting details
- Social media gets the PR—PRINT gets the job done.
- Much church content requires print communications because of amount of content needed—lessons, bulletin, newsletters
- Resurgence of postcards—personalized, effective communication

THE Biggest reason PRINT is important in churches

Picture of Boomer Couple

Reality in the church

- Those who support the church financially are Boomers and older
- Though many are tech savvy, many are not even online
- Even if they are, they want printed church materials

- *If a church wants their financial support AND volunteer commitment, they need to communicate with them their preferred medium, which is print*
- This means printed newsletters, bulletins, flyers, connection cards, invitation cards***MANY items NEED to be PRINTED!

IMPORTANT!! This printing emphasis doesn't mean....

- It doesn't mean the church shouldn't wholeheartedly do all forms of digital & social media
- THEY SHOULD
- In fact—the RISO Sales team should know how to integrate digital and print media
- They should advise and suggest in this area
- Eg. CANVA.com an interesting option—more coming about this online tool and how to use it

Why RISO Printing Equipment?

My clients already have a copier.....

Why RISO?

- Currently many churches have a color copier to do their bulletin
- **We won't touch that!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- In fact, you'll see ways to get more use and supplies from this also!
- RISO printing equipment both Digital Duplicators and ComColor machines is an addition to what they have to make their church more successful in their ministry goals
- And YOU in Sales Success!
- Here's why.....

Churches need to print more than the church bulletin!

- Printing a quality bulletin is why they bought a color copier
- But they need to print so much more than the bulletin if they want their church to grow in numbers and their people in spiritual maturity.
- The Five Steps of Effective Church Communications and Marketing explains this

Hot off the Press!

The Five Steps of Effective Church Communication and Marketing by Yvon Prehn

- This book will help churches understand all that they need to print to be successful.
- ****The RISO Special Edition means it has a section in the back that specifically tells them why

they need to ADD RISO Digital Duplicators and ComColor machines to their Churches.

- Then you will help them get the printing equipment they need to produce the materials.
- You will be able to order this at special price to give to your churches.
- \$6.50 ea, plus S&H –book retails for \$15.99 on amazon.com

Currently in the church, this is not getting done because of these 3 reasons

- The special edition section of the book talks about each area and how RISO Printing Equipment can be added to a team of print production equipment in churches because of:
 - The Challenge of TIME
 - Up to 180 pages per minute
 - No slowing when duplexing
 - The Challenge of COST
 - As low as 1/3 cent per page
 - The Challenge of HABIT
 - Necessity of more than one machine to do all that needs to be done
 - Not replacing the copier! Adding to it for a truly effective communication team of equipment in the church.

How I can help you

Before Practical Solutions, why I can help in all these areas

- Yvon Prehn, your church lady
- Over 30 years training churches (14 with RISO), traveling and teaching all over North America—I know RISO and many of the Dealers
- For the past 10 years had an online training website: www.effectivechurch.com
- Nationally recognized writer and authority in church communications–
- Big Update: *Christian Computing Magazine*, where I have been the Columnist on Church Communications for 20+ years was just bought by Outreach Marketing—a HUGE Christian online and Print PR firm
- Name changed to *Ministry Tech*, new look, staff, greatly expanded outreach
- They love what I do, are featuring my material on other sites they own and in their print publication

Yvon Prehn’s Church Communication Authority Platform

- Wrote the first book on Desktop Publishing in the church, *The Desktop Publishing Remedy*, continuously reprinted

- Written numerous additional books, including *Ministry Marketing Made Easy*, which was dedicated to RISO and featured digital duplicators
- Currently on Amazon, 11 books, revisions in process on many
- My own YouTube Channel and other social media outlets
- www.effectivechurch.com membership website

What this site is useful for

- Broad overview of what needs to be printed in the church and why
- Get your churches wanting to print more
- Over 1,000 entries
- MANY templates, samples, articles, how-tos, resources
- You may copy and print any article to distribute to your churches
- A membership site, but each dealership will get a free membership
- Sign up for the NEWSLETTER

And NOW we have a NEW site.....www.selltochurches.com

What is here

- No longer password protected
- Weekly materials added for you
- ***Sign up for the newsletter so you’ll know about them
- SAMPLES and talk and tip sheets
- PODCASTS, training, tips, sales ideas
- ***ALL organized in a seasonal manner, reminding you of what is coming up that is important for your churches

Will have the link to order the book

Coming SOON—Lunch and Learns!!!!

- Similar to this presentation where I will cover a topic and you can share it with your church clients
- Will cover a communication piece, will have samples for you to print to go along with it.
- E.g. Connection Cards
- Small groups
- Monthly time to come to your dealership
- Something to share with professional groups
- Give me your suggestions, ideas, feedback as we try things

We are just getting started!

- Working with Don Braswell and your RISO Reps
- Lots more material coming each week on the website for you!

- I can provide the materials
- **Be sure you sign up for the website and get the book!
- But YOU have to spend the time to download them and use them in your interactions with churches
- It can lead to very lucrative sales and long term success in the Church Market!

Finally.....

- *I am committed to RISO Success in the Church Market and to help YOU!*
- yvonthechurchlady@gmail.com
- 805-218-4858 California TIME!
- PLEASE give me your feedback, questions, requests, suggestions
- Remember.....I'm *your* church lady

For more.....

www.selltochurches.com
www.effectivechurchcom.com