



How Starting a New Commercial Printing Operation is like Having a Baby

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General Manager

Background

- Who I am
- Personal Business Philosophy
- FNP Printing Sales Philosophy
- [Video](#)



Objectives



- Child Rearing as a metaphor for Commercial Printing
- Case Study & Lessons Learned
- Questions

Why the Metaphor?



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Child Rearing as a metaphor for Commercial Printing



- Don't wait too long or you will wait forever.
- Long gestation period...Nine months (or more).
- Learn by doing...get your hands dirty.
- Mistakes are inevitable, but often not as bad as you think they will be.

Child Rearing as a metaphor for Commercial Printing

- Nurturing is key:
 - Equipment
 - Pressmen
 - Customers
- Don't hesitate to call in the pros:
 - Equipment
 - Customers



Child Rearing as a metaphor for Commercial Printing

- You have to be ready to react at all hours.
- Show off! ----->
- Set expectations
- Develop Contacts



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Case Study: “Subsidized Training”

- Customer “A” Milestones
- Lessons Learned:
 - Artwork Submittal
 - Equipment
 - Press Checks: How not to
 - Continuous Improvement, Quality Control, & Managing Customer Expectations.

Q & A And Contact Info

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