



# Creative Steps for Greater Profits.

American Printing Industries would like to Thank You for the opportunity to conduct business with your company, because customers like you make our business possible.

We have put together a tip sheet that may help answer some questions on how to properly mark up a net price from your preferred vendor to ultimately acquire more retail print jobs while making the most profits possible. Please let us know if there is anything American Printing Industries can do to help you earn your customers business.

1). If you have an idea of your customers budget, let us know so we can meet their requests on-time and under budget. If your customer is flexible ask us to quote variable sizes, quantities, paper stocks & printing processes. We can also suggest different delivery times and/or methods to help you save your customer time and money.

2). Consider asking your service representative if there is any open press time available or if A.P.I. is running any specials or promotions that you may not be aware of.

3). If your customer needs to reorder a print job just login to our website to see all your previous orders, click a button and the print job re-enters our production facility automatically. This will save you time and money by not having to search your previous orders and art-files! All your job details will be stored in our web system as long as you are a customer with us.

4). A.P.I. offers different styles of sales brochures that can be overprinted with your company logo, contact information and even retail pricing. Our creatively designed brochures will help you sell printing more effectively and make you look like the pro that you are. Ask your service representative for more details.

5). Our suggested retail price list does not consider your local or regional sales market. Your job is to base the price off of your area competition and where you feel your customer is going to be the most comfortable. You will find each and every customers price comfort level is different. In some cases A.P.I. can try to lower our net price in an effort to help you land the print order a bit easier. Please ask your services representative if your job qualifies for this service.

6). It is usually a rule to mark-up a price based on how high or low the net or initial price is.

Example – A job is quoted by a A.P.I at \$30.00. You may want to increase your resale price anywhere from 75% to 125%. You must decide if your client would pay for the product they requested on the low end, \$52.50, or the high end of, \$67.50, or somewhere in-between. Also keep in mind what type of profit you are needing or wanting to make on each job . In comparison, a job quoted at \$5,000 dollars should only be marked up for resale by 15% to 25% because **as the net cost increases the percentage of resale mark-up should decrease.**