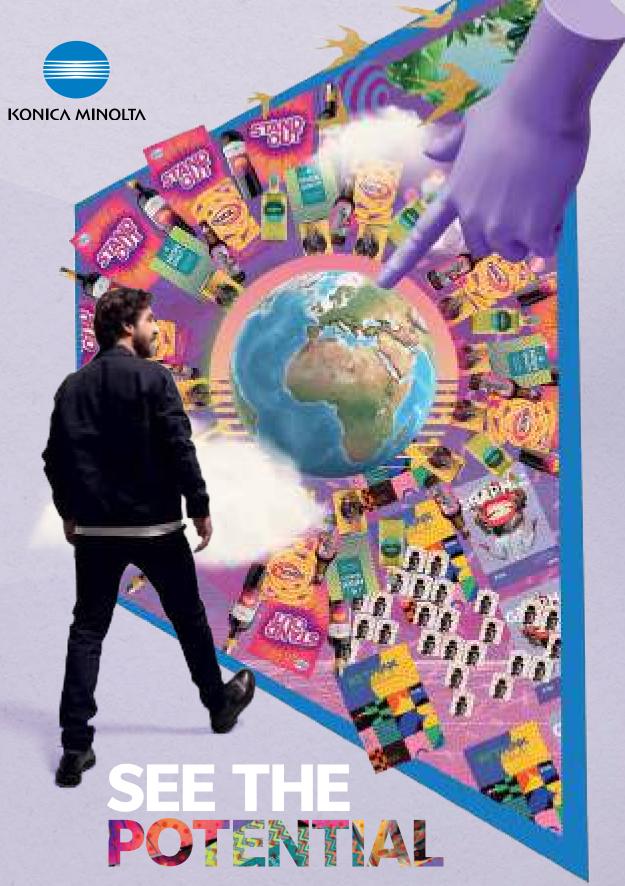


# Leveraging Personalization for Better Customer Engagement Page 20

THE PRINT & SIGN OWNER'S MAGAZINE OF INDUSTRY NEWS & UPDATES



Elevate your craft. Embrace cutting-edge techniques. Enhance your creativity. Are you ready to revolutionize your business?

Let Konica Minolta ignite your print possibilities. Rethink Print.

 $\label{thm:lead} \textbf{Head to RethinkPrint.com to take the next step.}$ 



### Inside

A Note from the Chairman	5
A/B Testing: Improve Online Experiences and Business Outcomes	6
What Competing on Price Really Looks Like Do you want to walk that tightrope?	8
Trading Places	. 10
What Compliments Do You Like?	. 13
Some Insights on AI in the Printing Industry Can AI Be Your Next Sales Rep?	. 14
Why Do Some M&A Deals Die?	. 17
Don't Justify Equipment on Payments Dropping Off	. 18
Leveraging Personalization for Better Customer Engagement	. 20
Workplace Wellness: Get Productive with The Big 3	. 23
Is Financial Education on Company Time Worth It?	. 24
Out With the New & In With the Old Why new customers are not necessarily the best customers	. 27
2023 NPSOA Webinar & Zoom Schedule Dates	. 30
More Than a Printer: Litho Press, San Antonio, Texas	. 32
When It Comes To Print — It's Not Always As Simple as 1-2-3	. 34
Utilizing CRM Tools to Sell Print	. 36
Change the Ending to the Story	. 38
How to Drive Inkjet Success Leveraging Web-to-Print	. 41



#### Past Issues of the Magazine

If you would like to read past issues scan here. Login to read the full issues.





P.O. Box 36, Sterling, VA 20167 1.888.316.2040 • www.npsoa.org

#### **Board of Directors**

#### **Nathaniel Grant, Chairman**

#### **GAM Graphics and Marketing**

P.O. Box 25, Sterling, VA 20167 703-450-4121 nathaniel@gamweregood.com

#### **Kevin Hebert,** Vice Chairman

Education and Events Committee Chair

#### **St. Charles Printing / FASTSIGNS**

Boutte, LA 985-785-0727 kevin@stcharlesprinting.com

#### Daniel Flatt, Secretary/Treasurer

Listserve Committee Chair

#### **Multi-Media Services**

Corning, NY 607-936-3186 danf@mmsny.com

#### **K. Scott Schoppert**, *Director*

Membership Committee Chair

#### **Printing Impressions**

Martinsburg, WV 304-267-7327 scott@printing-impressions.com

#### **Randy Herron**

Immediate Past Chairman

#### **Herron Printing & Graphics**

Gaithersburg, MD 301-990-3100 randy@herronprinting.com

#### Chris Calloway, Admin

#### **GAM Graphics and Marketing**

Sterling, VA 571-758-8882 admin@herronprinting.com

#### Michael Makin, Senior Consultant

Pittsburgh, PA m. 412-298-3340 Michael.makin@npsoa.org

#### **Deborah Corn,** Board of Advisors

Intergalactic Ambassador to The Printerverse

#### **Print Media Centr**

o. 727-329-8520 m. 917-673-0918 deborah@printmediacentr.com

NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donates funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer an option of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2023 National Print & Sign Owners Association.

## View the rest of this magazine by becoming an NPSOA member.

### **JOIN HERE!**

