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THE PUBLICATION FOR DISTRIBUTORS OF PRINTED PRODUCTS

The Financial Market Pays Off

By Maggie DeWitt

Cashing in on the financial market by combining value-added documents with results-oriented mailings was also the message that Don McGriff, sales/product manager for Georgia National Forms, Marietta, Ga., imparted during his session, *Building Recurring Revenue with Statement Processing*.

McGriff demonstrated how pre-printed invoices and statements, in conjunction with a company's electronic files, create a regular income stream for distributors and benefit end-users through bulk postage rates and higher-quality printed materials that generate better results. And, as did Hopkins, he stressed the addition of printed marketing pieces to add value and boost profits. "The epitome of wasted space is a billing envelope that contains no marketing materials," said McGriff. "The postage has already been paid—make the most of it."

Better Business Partner

McGriff noted that the deep postal rate discounts result from

Unique solutions targeting financial institutions create a wealth of opportunity

having approximately 250 pieces in an individual mail carrier's route. "But, because most companies have customers scattered throughout regions encompassing various zip codes, they're not generating the necessary volume to achieve significant discounts," he explained. "Outsourcing document processing allows for the co-mingling of mail from different companies to provide for rates that are normally much better than what the companies can achieve on their own."

McGriff emphasized that document processing services such as Georgia National Forms' POS-I-Bill also provide the added benefit of a more dynamic mailing piece. "For instance, we can take a file and change the look of a document by re-mapping to add pantographs and color," he continued. "Documents can also be customized to become more recipient-friendly. Distributors can talk to customer service departments

about redesigns that pre-answer frequently asked questions or bring clarity to any confusing areas."

As mentioned earlier, it's good business to include marketing pieces with statements and notices. "Look for an outsourcing partner who can design and print the insert, as well as do the mail processing all out of one house for efficient one-stop shopping. It's a great way to increase the dollar amount of the sale and the value of the service the distributor provides," McGriff suggested.

He went on to say that distributors can qualify prospects for document processing services by asking questions regarding what they send out to customers and how they handle processing. The next step is to propose an internal cost study to isolate operating costs vs. outsourcing. McGriff explained that the first point of contact is usually a company's marketing wing, and eventually extends to Informa-

