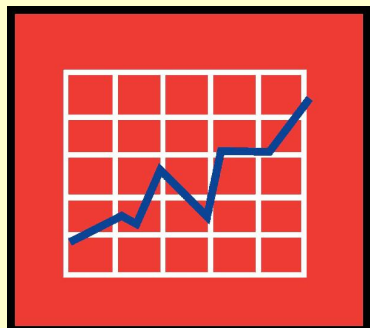


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Integrated Supply Consultants

January 2008

Issue: 1



Welcome to Integrated Supply Consultants

Dear David,

New Year, new resolutions, or more of the same? My hope is that you have new business resolutions and ready to take action: to grow your business, make it more profitable, or take it in another direction.

Speaking of New Year resolutions and change, we have changes at ISC! We are happy to announce the addition of two new associates: Ralph Barnett and Shayne Fawcett. We'll also be launching a new website by mid-February. Stay tuned...

I have a certain belief in self-fulfilling prophecies. If we believe and act like we are in a recession, we are more likely to find ourselves in one. It's up to American businesses of all sizes to exhibit fortitude and optimism, to think and act in positive ways. Stay on the road to achieve your business goals. That's a self-fulfilling prophecy that benefits everyone.

Good Selling and Happy Resolutions!

In This Issue

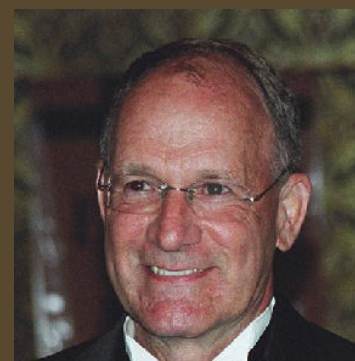
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A New ISC Partner



I am honored to welcome Ralph

A New Year's Resolution: Budgets

In a year that may be difficult because the R-word keeps creeping in, solid budgeting will be essential to your business. What are your sales goals for the office products category? What are your budgets for any of the products or services you sell? Determine the percent of sales you want from a new category and its weighted percentage contribution to the overall sales picture. Do you want office products to contribute 5, 10, or 20 percent? Pick the number and work backwards.



Don't assume that because your sales people are commissioned, the budget will take care of itself ("all commissioned sales people are driven to make more money, right?"). Most sales people will sell as much as they need to make a comfortable living. That fact may not fit with your company sales growth goals. It rarely does.

Without budgeting, you should have no expectations (nor disappointments). Many times I will hear a reseller say, "Well, we didn't do well in that category." When asked about a budget for that category, there usually is silence. Don't assume your sales team in the Forms & Print or MRO Channel will rush out and sell this category immediately or successfully. It needs focus, planning, and a goal. Budgets produce measureable results. Let ISC help you with this process.



What is PPM?

Procurement Process Management examines what happens inside an end user's business. In the supply chain for business consumables, plenty of opportunities exist to improve process costs-if you can identify them. It starts with finding the correct person in the organization who understands those

process costs. That's usually a CFO, CEO, the owner, or comptroller. It's may not be the buyer or someone from then Purchasing Department. Unfortunately, many sales people spend a large amount of their time in the wrong areas.

Does that mean that price is not important in selling business consumables? Of course not. But, it can be minimized, if your company brings other value-added services to the partnership. Otherwise, the relationship defaults to price. The process costs to

Barnett as my partner at Integrated Supply Consultants. Ralph founded Procurement Process Management (PPM), the business development strategy on which Integrated Supply Consultants is based.

After graduating from George Washington University, Ralph began his career at Boise Cascade Office Products Consumer Sales where he opened the Washington, D.C. market. He quickly recognized that the cost of customer processes exceeded the price of the products they purchased. Using this discovery made him one of Boise's top of sales producers.

In 1987, Ralph joined a family business and used PPM principles to help a small, struggling company of \$2.5 million grow into a profitable, \$10 million enterprise in two years.

Ralph moved to South Carolina in 1989 and returned to Boise Cascade's Wholesale Division. He developed a training program based on the PPM strategy of "talking about something other than price," i.e. process. In short order, Ralph was traveling to Boise divisions all over the country, conducting PPM training for office product dealers.

After Boise Cascade sold their wholesale division to Associated Stationers in 1992, Ralph was named National Training Manager and presented Procurement Process Management courses to Associated Stationers' dealers nationwide.

Ralph became North American Training Manager for Corporate Express in 2000. He was responsible for instructing over 2,200 sales reps and managers in

procure products are *always greater* than the product price. No one pays attention to this fact (or they don't know how). Is your relationship with your customer costing them money because of inefficient processes?

Not all sales people have the skill sets for this approach. But they can be learned. Call 614-747-1860 or e-mail ralph@integratedsupplyconsultants.com or dave@integratedsupplyconsultants.com to arrange for a consultation. Procurement Process Management can make your business more profitable in 2008.



B2B E-Mail Campaign Management

ISC welcomes Shayne Fawcett as our new ISC Associate. Shayne is an Ohio State graduate and brings valuable experience in analyzing and coordinating email campaigns.

B2B email marketing is THE best value for your advertising dollar. Jupiter Research forecasts dollars spent on email marketing will increase to \$2.1B by 2012 (see article @ [B2B Magazine Online](#)). Stefan Pollard, director of e-mail marketing best practices at Lyris Inc., shares 5 key elements to a successful email message:


- Keep it relevant.
- Break through the clutter.
- Use a strong value statement.
- Make it easy to scan.
- Consider mobile readers.

Personalized email marketing originating from your sales team to their specific customers increases open rates by as much as 10%. This also enables clearing spam filters more effectively.

ISC can help your company launch a successful email campaign. Call us today.

PPM.

After years of travel and training, Ralph semi-retired to pursue new interests as a writer and author. But not for long! Today, he returns to partner with me at Integrated Supply Consultants. I am blessed to partner with such a strong and effective professional.

 Forward to a Friend

ISC Partners



David Pydlek
Integrated Supply Consultants, LLC
614-747-1860

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