

# What Drives The Buying Decision?

During the seminar you attended at the recent ISA Expo, I made mention of a focus group which identified the sort of factors that printing buyers consider in deciding who to buy from. Here's the list of factors, and alongside it, the Top 10 list we identified after surveying more than 10,000 printing buyers. I think all of this translates pretty well to the sign industry, and I hope you find it helpful!

## Focus Group Factors

Consistently Superior Quality  
Sales Rep Calls In Person  
Printer Picks Up Artwork  
Sales Rep Is Knowledgeable  
Lowest Price  
Toll Free Phone Number (800)  
2-3 Day Proof Turnaround  
Have Trust/Confidence In Sales Rep  
Meets Delivery Commitments Exactly  
Willing To Work With Me  
Customer Service Rep Knowledgeable  
Returns Phone Calls Immediately  
Sales Rep Understands Our Business  
Competitive Prices  
Resolves Problems Promptly  
Accurate Delivery Updates  
Sales Rep Has Good Attitude  
Communicates Honestly  
Well Equipped Printer  
Sales Rep Handles The Details  
Sales Rep Provides New Ideas  
Cash Discount Terms  
Accurate Billing  
Company Is Easy To Deal With

## Survey Results

1. Have Trust/Confidence In Sales Rep
2. Consistently Superior Quality
3. Meets Delivery Commitments Exactly
4. Resolves Problems Promptly
5. Willing To Work With Me
6. Communicates Honestly
7. Sales Rep Is Knowledgeable
8. Sales Rep Understands Our Business
9. Sales Rep Provides New Ideas
10. Sales Rep Calls In Person

NOTE: Competitive Price ranked 13th, and Lowest Price ranked 19th! Hopefully that tells you something about the difference between talking about price—which all buyers do!—and really making their decisions based on price alone.

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