



Steve Spence

Owner
Proforma Rhino Graphics



Don Oswalt

Sales Representative
Proforma Rhino Graphics

HOW DON OSWALT ADDS VALUE TO PROFORMA RHINO GRAPHICS

Don Oswalt is an extremely experienced Sales Representative who has achieved yearly sales bookings of more than \$1 million multiple times during his career. While he wasn't necessarily actively looking for a career change, he wasn't NOT looking either and was open to new opportunities. Nick Barsalona, senior recruiter at your Worldwide Support Center – Cleveland, made the call that would prove beneficial for Oswalt as well as Steve Spence, Owner of Proforma Rhino Graphics. Even if it took multiple phone calls, meetings and a couple of months of convincing.



In November 2018, Don Oswalt officially joined Proforma Rhino Graphics, bringing with him an impressive client portfolio. One client, Dunes Properties, already chose Proforma Rhino Graphics for its 2019 Vacation Guide, a project Oswalt has been previously involved with but required a new quote from Proforma Rhino Graphics. Winning the nearly \$19,000 project was based on the solid relationship that Oswalt has built with the company over the years.

"This is their main marketing piece to feature the properties that they have to offer vacationers, and Dunes was kind enough to continue the relationship when I moved to Proforma Rhino Graphics," Oswalt says. "To build that kind of relationship, you have to have a genuine care about serving your prospects and clients and being responsive to their needs. As the adage says, 'Nobody is going to care about you until they know you care about them.'"

Along with Dunes Properties, Proforma Rhino Graphics also printed a 160-page, perfect-bound booklet for Charleston Gaillard Center, a nonprofit performing arts center, which has been a client of Oswalt's for years. This project was just over \$33,000 with room for growth with the client in the future.

"As I bring ideas to the table, I think if it's worthwhile and will help the brand, the Gaillard Center will definitely jump on it," Oswalt says. "Because they are a nonprofit, being able to bring them the creative help available with Proforma is a huge benefit."

Coming from a company that strictly offered printing, Oswalt is now able to expand his relationship with clients because of the vast offerings he now has access to through Proforma's vendor networks.

"One of my biggest challenges now is helping my clients understand that I am not just a print guy but I can offer many other things, like full marketing programs, promotional items and apparel," Oswalt says. "I can meet all the needs they have now and I am expecting a lot of growth potential with current clients as well as new ones. And having an Owner like Steve who is supportive, proactive and has a desire to grow his business and serve his clients and customers is so helpful too. With him and the Proforma Support Center, I am able to free up my time and really focus on selling and providing for my clients."

"I'm really looking forward to helping Steve grow his company. We have a few projects that we're really making come to life."

When looking to grow your company, consider bringing on a Sales Representative with his/her own network of clients and contacts. The Proforma Recruiting Program will assist you in finding talented professionals to complement your business needs. Proforma Recruiting Specialists can help with identifying candidates, screening applicants, documentation support for contracts, interviewing, on-boarding and more. This help is available for Sales Representatives as well as Customer Service Representatives.

HOW TO BE THE BEST SALES REP YOU CAN BE

With 35 years of experience in the printing industry, Don Oswalt has learned a lot about what it takes to be successful. Here he offers some thoughts and advice on cultivating successful sales relationships.

- "The biggest thing I can say is give value first. Show that you care, give value and the sales will come after. Don't think about the sale. It's about giving the value. Serve with a genuine heart. You are not there to just make a sale but you really desire to help them solve a problem or implement a program."
- "The main thing that has helped me is I like being a student. I try to always keep learning. Dive into material you may not have used before so you can learn a new way of reaching people you may not have had the ability to get in front of before. Tony's Start Me Up Monday webinars supply a lot of great information. He really knows his stuff. If people execute on what he's sharing, they'll do well in the business."
- "Understand your customer. Be able to personalize your presentation and what you can offer to each different account. And also have a clear vision of who you want to work with as well as who you don't want to work with."
- "Face-to-face opportunities are great but sometimes hard to get. Reaching out to customers with quality information on a weekly or monthly basis is the key. Whether it's through email or utilizing Sales Automation or another Central Campaign. The critical part is having as many touches as you can as often as you can. Got to stay top of mind."