

Referral Profile Form  
For  
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**Who to Look For:**

- Someone starting a new Business
- Business Owners
- A company that has many printing needs.
- Someone that is looking to put together an advertising print campaign for their business
- Someone that is looking for answers to a problem with a printing project
- Someone looking for a new printer
- Some one with a concept that needs help with the design- the finished printed piece

**What to Listen for:**

- A Hot and or unusual printing job
- Someone not happy with their current printer
- A person that has a print project and does not know where to start.
- Someone getting married
- A person that thinks they have gotten the runaround from their current printer
- Someone looking for options to save money on there print projects

**Ideal Prospect Description:**

- Business Owner
- Purchasing Agents
- Office Manager
- Shipping Clerk
- An entrepreneur

**What to say to that Prospect:**

- Do you have a Printer?
- Would you like a printer that can help you solve that problem?
- Do you have trouble getting your job in a timely manner?
- Does your printer return your calls?
- Does your Printer explain the Printing process so you know what to expect?
- Are you looking for a Printer that gives you cost effective options

**Strategic Alliances:**

- Ad Agencies
- Printing companies
- Designers
- Web Designers
- In-plant print shops
- Avid Net Workers