

Consistent Marketing Leads to Sales Increase



(left to right) KKBC Graphic Artist Adam Votava; owners Dave and Diane Dixon (holding “Buddy”); CSR representative Kim Dziabuda; Part-time Sales and Production Associate Brandon Heidenreich; Managing Partner Erik Dixon; and Sales and Production Associate Willis McEwan gather for a staff photo at KKBC in Downer’s Grove, Illinois.

Doing business in the midst of a sluggish U.S. economy and with a state unemployment rate two percent above the national average, Dave Dixon, owner of KKBC in Downer’s Grove, Illinois, is experiencing a 30 percent increase in sales. How does he do it?

“It took us a year or so to get our feet on the ground, but now in our third year we find taking advantage of the services and suggestions ICED offers has been helpful,” said Dave. “We are no longer doing anything haphazardly.”

Their mailing business has grown significantly since they began in late February this year. “At one point we were mailing 1,000 people, hit and miss, with a postcard we designed ourselves,” said Dave. “But since we talked with John Roberts and Jay Groot about mailing, we have a plan.” Dave got a list from John of 27 industries within a three-mile radius of his center that would be likely to buy printing. Now he sends a monthly mailing of 5,100 Core Services (found on the O-Net) 6” x 9” postcards.

Last year, Dave and his wife and partner, Diane, visited ICED and took the opportunity to speak to Pat Surrec and Pat Salinas and meet the other employees at the Call Center. Dave participates in the call program where callers set up six to ten sales appointments for their center each month. In addition, they verify names and line up about 20 businesses each month where Diane is allowed to stop by and drop off sales materials. “Just having a name gets her foot in the door,” said Dave.

Three months ago, Dave began sending a newsletter, also a Core Services product, to 200 of their best customers. He also makes certain that a follow-up call is made after every order is delivered to find out if they were satisfied. They know that the quality of work they produce now is far superior to what they did the first year in business. “It’s like night and day,” said Dave. “Our workflow is a lot smoother as well.”

Recently, the staff began working on using the POS system to its full potential, setting up the automatic flagging feature that triggers reorders. Every Monday they call the list it generates. Now they are in the early stages of developing MyOrderDesk to begin generating online orders.

Landing on a competitor’s mailing list created an opportunity for Dave to learn from them. “They must be doing something right,” said Dave. “They’ve been in business 20 years.” Dave received a coupon for a 10 percent discount on the competitor’s card – so Dave began adding 10 percent coupons on their mailers. “We get anywhere from 10 to 20 cards back each month,” he said. “We got busier after those cards went out.”

“There is no silver bullet,” says Dave, but he believes following a program has helped increase sales. “We’re going to commit to coming down again this year and meeting with the people at ICED.” ♦