

Sales Training Services

*Transforming order-takers into strategic advisors
who defend premium pricing against low-cost competitors*

When your sales team can only talk about specs, turnaround, and price, every deal becomes a race to the bottom. Commercial print executives need representatives who sell business outcomes—OEE improvement, brand protection, supply chain resilience—not press sheets. This use case shows how targeted sales enablement turns transactional sellers into strategic advisors.



Gimbel & Associates

Management Consulting for Commercial Print

www.rogergimbel.com

THE PROBLEM

The VP of Sales at a commercial print operation managing a team of eight sales representatives was watching average deal values decline quarter over quarter. The team had strong relationships with production managers and purchasing agents at client companies, but almost every conversation centered on specifications, turnaround time, and price. When competitors undercut pricing by even small margins, the sales team had no framework for defending the company's premium position and routinely discounted to retain accounts.

A deeper analysis revealed a structural skills gap. The sales team understood print production intimately but could not translate technical capabilities into business language that resonated with executive buyers. They were unable to articulate how OEE improvements, brand protection, or supply chain resilience created measurable value for clients. Consequently, the company was trapped in transactional relationships where the only differentiator was price—a battle they could never consistently win against larger, vertically integrated competitors.

THE SOLUTION

Gimbel & Associates designed and delivered a customized sales enablement program tailored to the company's specific service portfolio, competitive landscape, and target buyer profiles. The program began with a diagnostic assessment of each representative's selling behaviors, pipeline composition, and win/loss patterns.

The training was structured around three core modules. The first, Consultative Discovery, taught the team to conduct business-level needs assessments with clients, uncovering pain points around brand consistency, campaign velocity, compliance risk, and total cost of ownership—issues that purchasing agents never surface. The second, Value Quantification, equipped reps with frameworks and tools to calculate and present the financial impact of the company's capabilities in terms clients care about: reduced time-to-market, lower total campaign costs, decreased compliance risk, and improved marketing ROI. The third, Competitive Positioning, provided objection-handling scripts and competitive battle cards that reframed price comparisons around total value delivered.

G&A reinforced the classroom training with ongoing coaching: monthly pipeline reviews, recorded call critiques, and quarterly skill refreshers. The program also included sales management coaching to help the VP of Sales implement accountability structures and performance metrics aligned with value-based selling behaviors.

THE OUTCOME

Within two quarters, the team's average deal size increased 42% as representatives began scoping engagements around multi-component campaign programs rather than individual print jobs. The average discount rate dropped from 14% to 6% as reps gained confidence defending pricing with quantified value arguments. Close rates on competitive opportunities improved from 28% to 41%.

Three representatives successfully penetrated the marketing director level at existing accounts for the first time, opening conversations about campaign strategy rather than reacting to purchase orders. One of those conversations led to a \$420,000 annual program that included print, data analytics, and fulfillment—a deal structure the team would never have proposed prior to the training engagement.

MEASURABLE IMPACT

Higher average transaction values, improved close rates on complex jobs, and a sales force capable of defending premium positioning against low-cost competitors.

Ready to see similar results?

Schedule a 30-minute discovery call at rogergimbel.com/free-consultation

Sales Training Services

"Transforming order-takers into strategic advisors who defend premium pricing."



THE PROBLEM

The "Race to the Bottom"

Sales teams stuck in transactional conversations focusing only on specs, turnaround, and price. Without a value framework, discounting becomes the only way to retain accounts.



Declining Deal Values

Quarter-over-quarter erosion of margin.



The Skills Gap

Inability to translate technical specs into business language.

THE SOLUTION



Consultative Discovery

Shift focus from specs to business outcomes.

- > Brand consistency needs
- > Total cost of ownership
- > Compliance risk assessments



Value Quantification

Frameworks to calculate financial impact.

- > Reduced time-to-market
- > Lower campaign costs
- > Improved marketing ROI



Competitive Positioning

Defending premium positioning.

- > Objection-handling scripts
- > Competitive battle cards
- > Value-based reframing

Measurable Business Impact

42%

AVG DEAL SIZE
Increase within two quarters

14% to 6%

DISCOUNT RATE
Confidence in value defense

28% to 41%

CLOSE RATE
Improvement on competitive jobs

Performance Transformation Overview



Breakthrough Performance

"One team member secured a **\$420,000 annual program** that included print, data analytics, and fulfillment—a deal structure never proposed prior to the training."

- > Penetrated marketing director level for the first time

Ready to see similar results?

Transform your sales force into strategic advisors capable of defending your premium value.

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