

## ***DAN BEAULIEU'S "SELLING TO PCB SHOPS"***

Five tips for selling to Printed Circuit Board Shops:

1. **Act as their technical advisor:** With the devastation of the industry in the past couple of years, most of the shops have had to lay off key people including technical people. This means that they have to rely on their vendors to provide much needed technical support. This presents a great opportunity to sell value instead of price.
2. **Get to know their sales manager:** This is the key to getting inside a company. Chances are the sales manager is a critical and well respected member of the management team. He/she is also always looking for as much information about the market as possible. Most of the time this is information that suppliers to the industry have and can share with him/her. A real win is to speak at their sales meeting. Make sure you are a good resource to the sales people *as well as* the technical people.
3. **Always try to understand what their needs are:** Base your products on your customers' needs.
4. **Help them with their customers:** Try to be on their side whenever possible. If they need some co-marketing with their customers provide it. If they need help in solving a problem with their customers help them.
5. **Always play a valuable role:** Let them know that they can count on you and that you are always there for them. Make yourself a true partner.
6. **I know I said 5 but this one is important:** Always be very discreet. Do not talk about another shop no matter how much your customers try to get some information out of you. From the PCB shops' point of view, vendors already have a bad reputation for passing along bad news. Don't do it! Don't ever do it, no matter how tempting it is.

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