

Number 11

## They want their truck lettered, so why start talking about business cards?



Have you ever done a great design on someone's sign or truck, only to have them call later to say, "Can you e-mail me the file of the design you did on my truck?" If you have, you know how hard it is to get paid for the design at that point.

"Trying to get paid for the logo design after the truck or sign is done doesn't work," says Rich Dombey, Rich Designs Inc., Hillsborough, New Jersey.

"You've actually put up a fence between you and the client. He knows the design is done--it's on his truck. He can't understand why he has to pay for it."

So Rich turned his sales process inside out. He begins by asking, "How many applications will you be using this design for? Trucks, business cards, site signs?" If it's just for truck doors, he explains he has a "Truck Only" price where he retains all rights to the design. But most want to use it elsewhere, like their business card. Rich explains that his "Full Package" price gives them that option.

"This is where I start," says Rich, "if I'm going to be handling all areas of their image. I sell the design first, then the truck layout, then the business card, t-shirts, equipment stickers and so on."

[Click here](#) to learn more about Rich's sales approach and see more great examples of his work. Providing all these products boosts your sales and makes the client's life easier by having one source to manage their image. Business cards and t-shirts are ongoing sales that clients often reorder.

But best of all, Rich's approach lets you sell your design first--rather than trying to sell it later to a customer who feels you're trying to charge him again for work you did as part of making his sign.



### See all of our Trade Secrets

Have you missed any of the past issues of *Trade Secrets*? Don't worry, you'll find them all on our website. Simply [click here](#) to see them all.



### Looking for layout ideas?

Did you get a chance to check out the first issue of *SignDesign*, our new e-zine? It's packed with great ideas that will inspire your next design project. [Click here](#) to take a look.

If you're not already signed up on the SignCraft website, [click here](#) to make sure you don't miss the next *Trade Secrets* or *SignDesign*. (If you don't want to receive them, just reply and tell me to take you off the list.) [Click here](#) to send this Trade Secret to a friend.

Thanks!

Best regards,

Tom McIltrout, Editor

P.S.--Take a minute to visit the websites of our advertisers (located at the right)--they help make *Trade Secrets* possible!

## Try SignCraft for FREE!



### We've got a great deal for Trade Secrets readers:

We'll send you a copy of *SignCraft Magazine* at absolutely no charge so that you can see firsthand what an idea-packed resource it is. If you like what you see, you can subscribe and get the *2011 Sign Pricing Guide* for free--plus free access to the online version, which lets you price a sign in just three clicks!

[Click here to get a free trial copy of SignCraft](#)

[Click here to forward this Trade Secret to a friend!](#)



This email was sent to [tmciltrot@signcraft.com](mailto:tmciltrot@signcraft.com) by [tmciltrot@signcraft.com](mailto:tmciltrot@signcraft.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).