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Obtaining and processing orders

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Topics of Discussion

- Estimating challenges and suggestions
- Streamlining Order entry processes
- Lessons learned on the web

Estimating

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Estimating Considerations

- The correct estimator is the key
  - Process engineering
- Profiling all your assets and processes
  - Conventional vs Digital
- Know your cost
  - Very important for decision making
- Cost mark ups for profit

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Who should estimate?

- Knowledge of all equipment capabilities
- Materials- Ink and Stock details
- Tooling options
- Pre-Press requirements
- Schedule loads
- Training…Training…Training

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Production Equipment

- Equipment selection
  - Number of colors/to print cylinders
  - Digital vs Analog
  - Tooling inventory
  - Production quality
  - Schedule loads again

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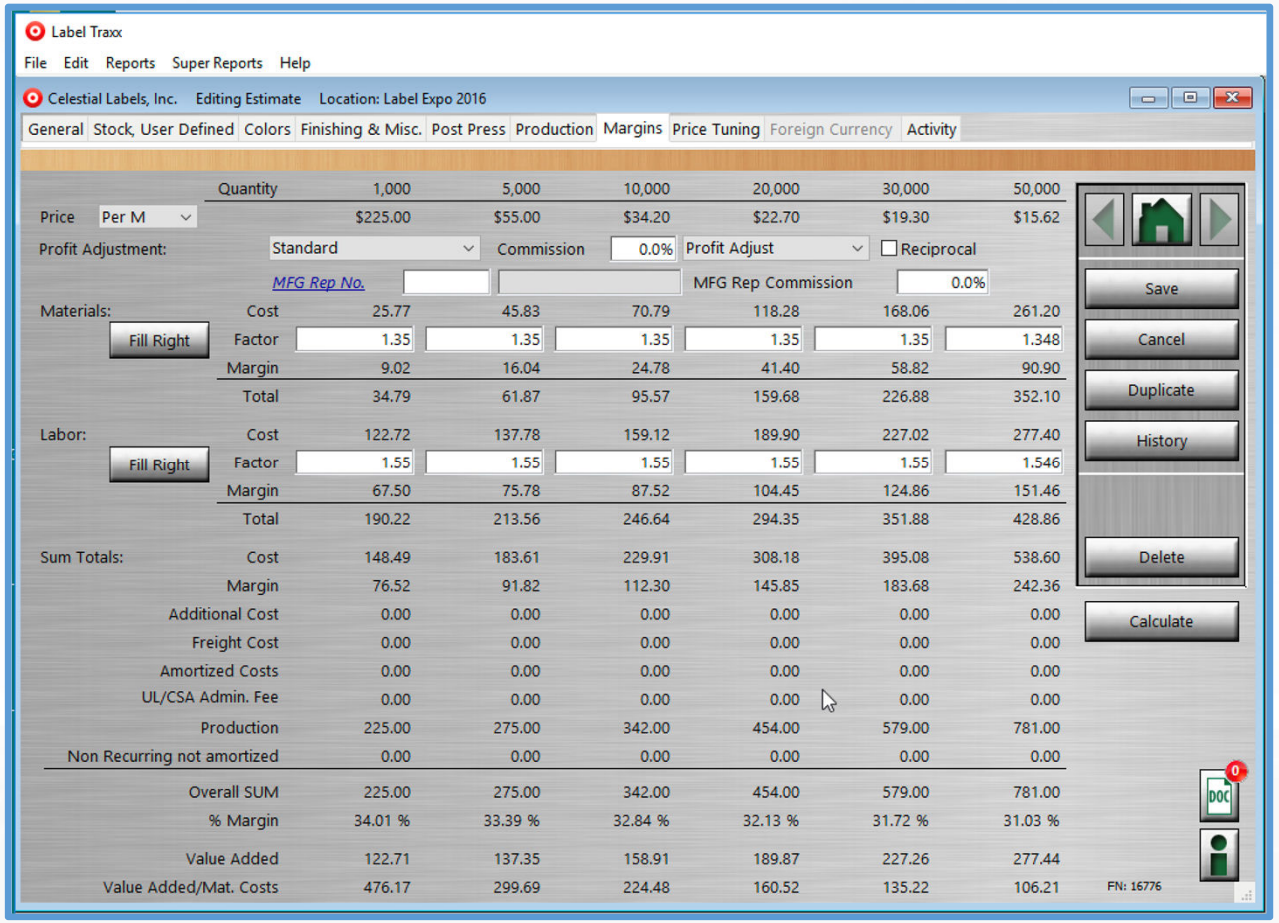
The goal is knowing your cost

- Cost makes better decisions possible



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Estimating Pricing

- Know your marketplace
  - Unique process and product?
- Know you competition
  - Equipment
  - Overhead
- Track results
  - Won vs Loss

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Market Place Quoting

- Blank thermal label
  - Tight margins/low profit
  - Commodity
- Prime Labels
  - Higher value more profit
  - High volume
- High tech products (security, extended content)
  - High profit
  - Barriers to entry

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Competition

- Who are you competing against?
- What equipment do they have?
- What are your competitive advantages?

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Estimating Online

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Request An Estimate

Is your project ready for production? Are you still kicking a few ideas around? Do you need to budget for your next project? Whether you're still sketching on a napkin or have camera-ready art on disk, we can help with the next step. Just submit your project information in the form below and a representative will contact you soon.

You Are A
New Customer

This Is An
Estimate Request

Your Name

Company

Address

City, State, Zip

Country
United States

Phone Number

Fax Number

E-mail Address

Preferred Response
E-mail

Artwork Provided
None

Specific Project Information:

Project Name

Project Due Date

File Upload
Choose File no file selected

Additional Details
Please provide additional details about your project in the field below.

Send Request Cancel

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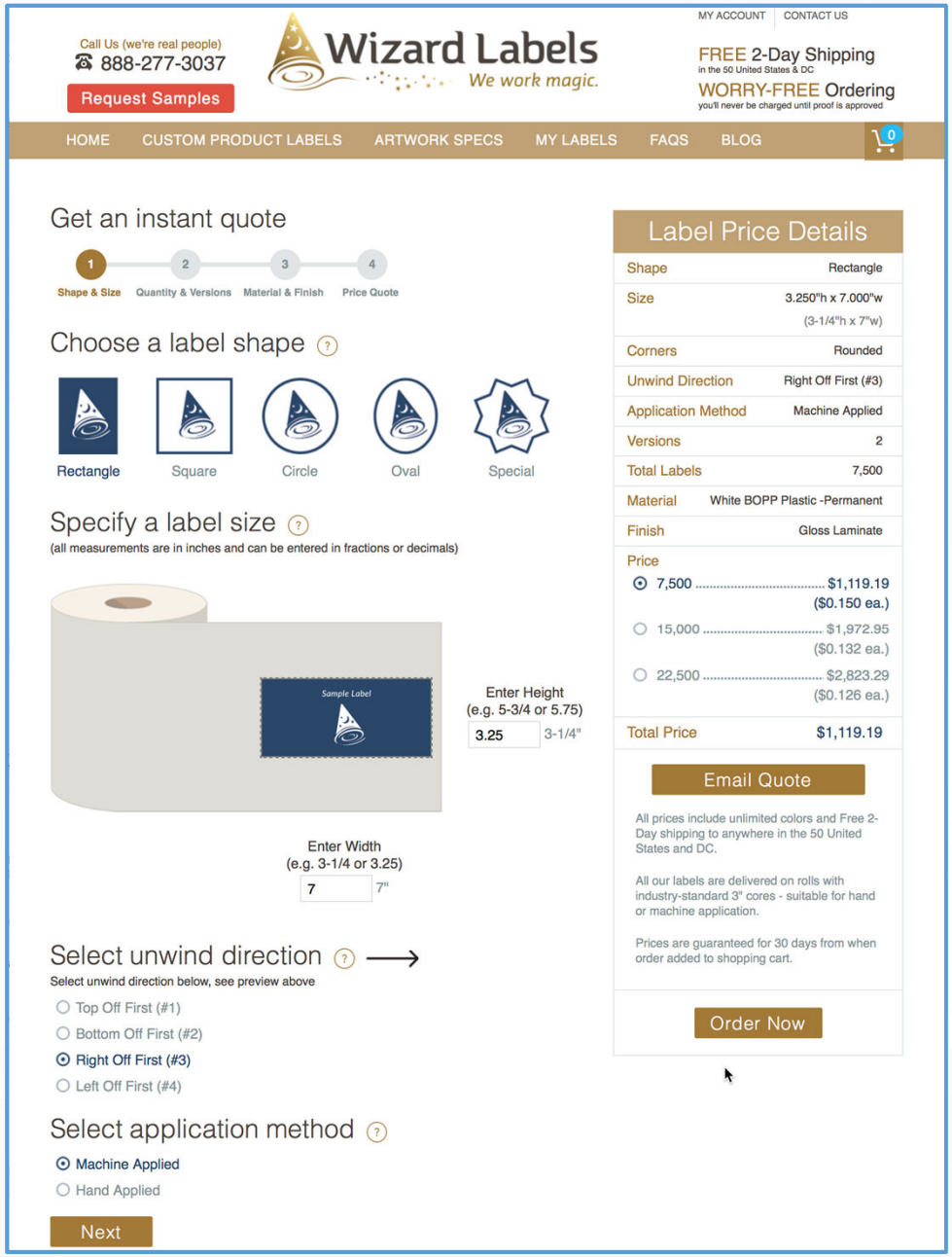

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Manage Estimating with Data

- Need feed back from sales
- Number of quotes processed
- Quotes converted to orders
- How many were lost to competitors?

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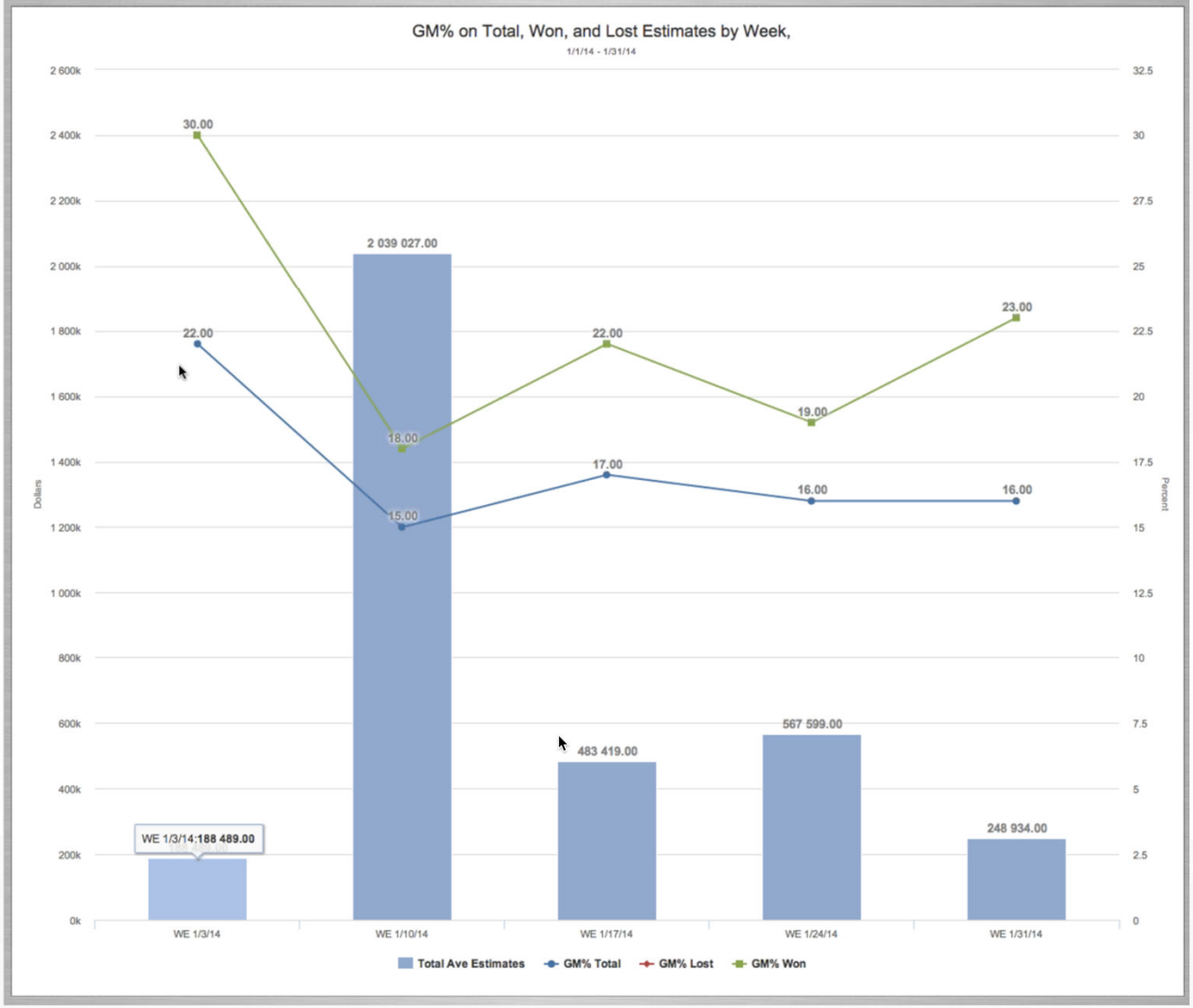
$3,527,468	$1,266,885	$2,260,583	16.0%	18.0%		20.0%
Total Ave Est	Prior - Tot Ave Est	Estimate Diff	Ave GM%	Prior - Ave GM%	Ave Lost GM%	Ave Won GM%



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Order Processing

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Who should enter orders?

- Job engineering preformed by the estimator
- A person with a attention to detail
- Excellent communication skills
- Should customers enter orders online?

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Processing Orders

- Where are they coming from?
  - Email from customers or salespeople
- Cost of processing an order
  - Your costs on the other side of the wall
  - Critical steps or touches
- What percent of orders are reorders?
  - Are they easy to process?
- Order Automation
  - Can you use automation to remove steps

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Steps for Order Processing

- Receipt of Order
  - From various sources
- Managing versions or SKUs
  - Orders consisting of 100 of versions
- Managing of artwork
  - Prepress automation
- Proof approval process
- Entering the order

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Ultimate Automation

- Orders from multiple sources
- Order created unattended
- Picking requests direct to warehouse
- Invoice or bill sent shortly after shipment

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Ordering Online

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Online Service When Possible

- All data must be kept in the MIS software
  - Single source for all data of record
- Must be able to handle all products
- Must be easier for your customer
- Simple reorders are the top request
- Viewing past products produced with images

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Why do online systems struggle?

- How do customers order now?
  - Phone
  - Fax
  - Email
  - Website
  - EDI
- Who enters that order?
  - Label buyers?
  - Salespeople?
  - Customer Service?

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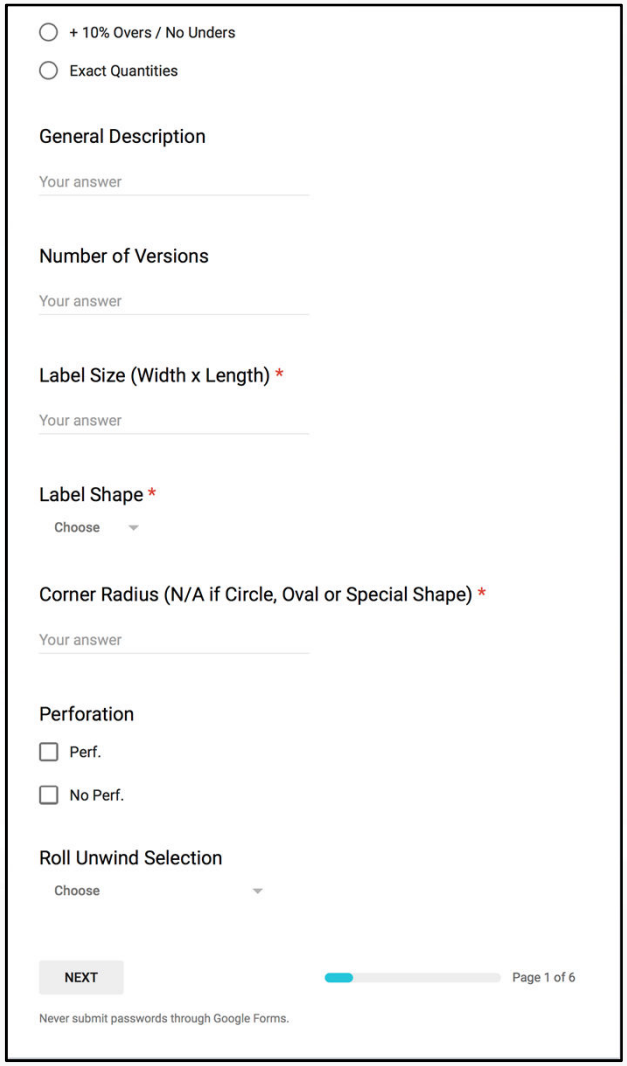
Traditional attempts online?



+ 10% Overs / No Unders

Exact Quantities

General Description

Your answer

Number of Versions

Your answer

Label Size (Width x Length) *

Your answer

Label Shape *

Choose

Corner Radius (N/A if Circle, Oval or Special Shape) *

Your answer

Perforation

Perf.

No Perf.

Roll Unwind Selection

Choose

NEXT

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Never submit passwords through Google Forms.

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Collaborative Projects Online

- Caught up in email mess?
- Team members left out
- Process taking too long
- No easy way to measure progress?

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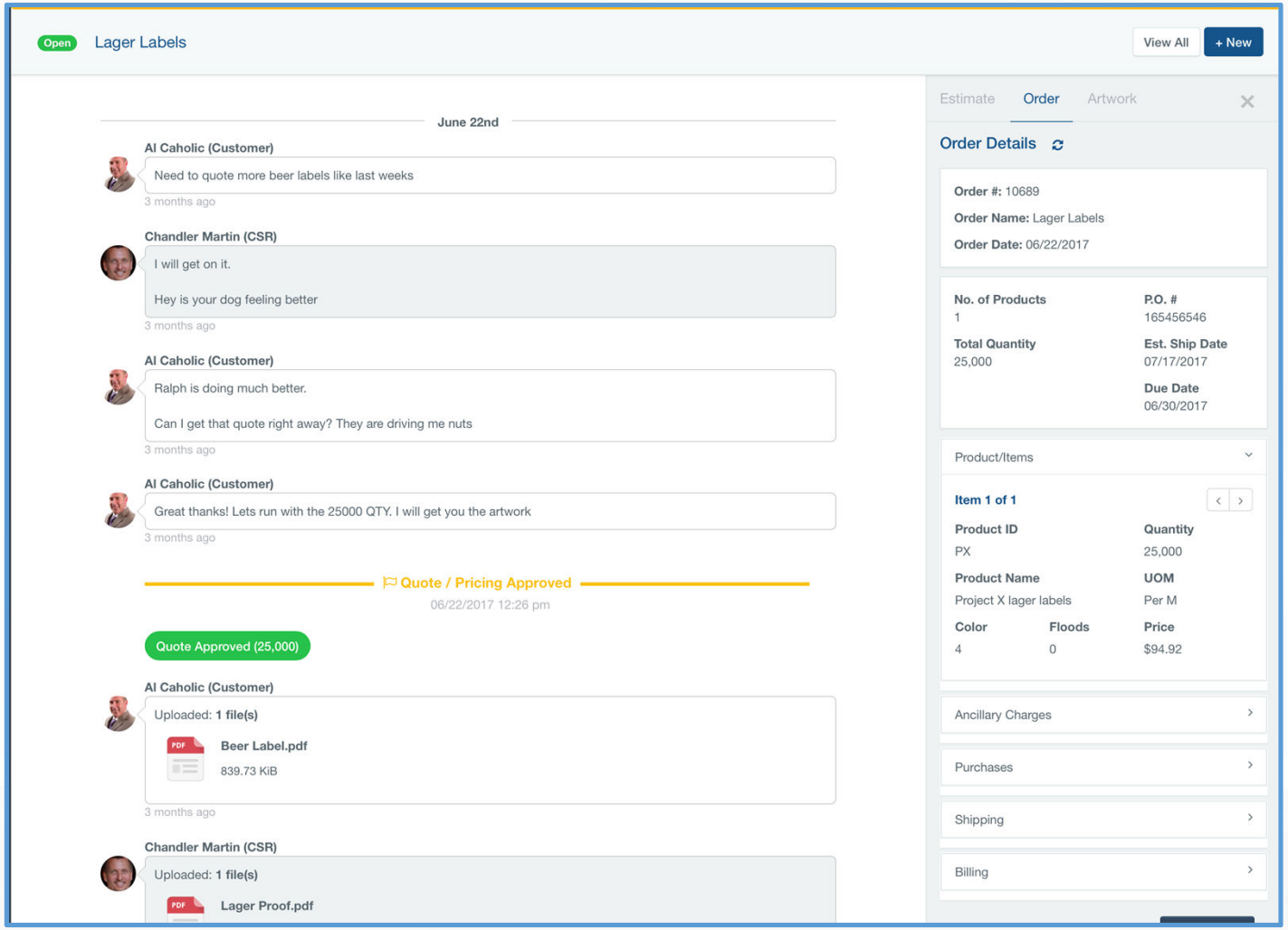
What the Customer Really Does



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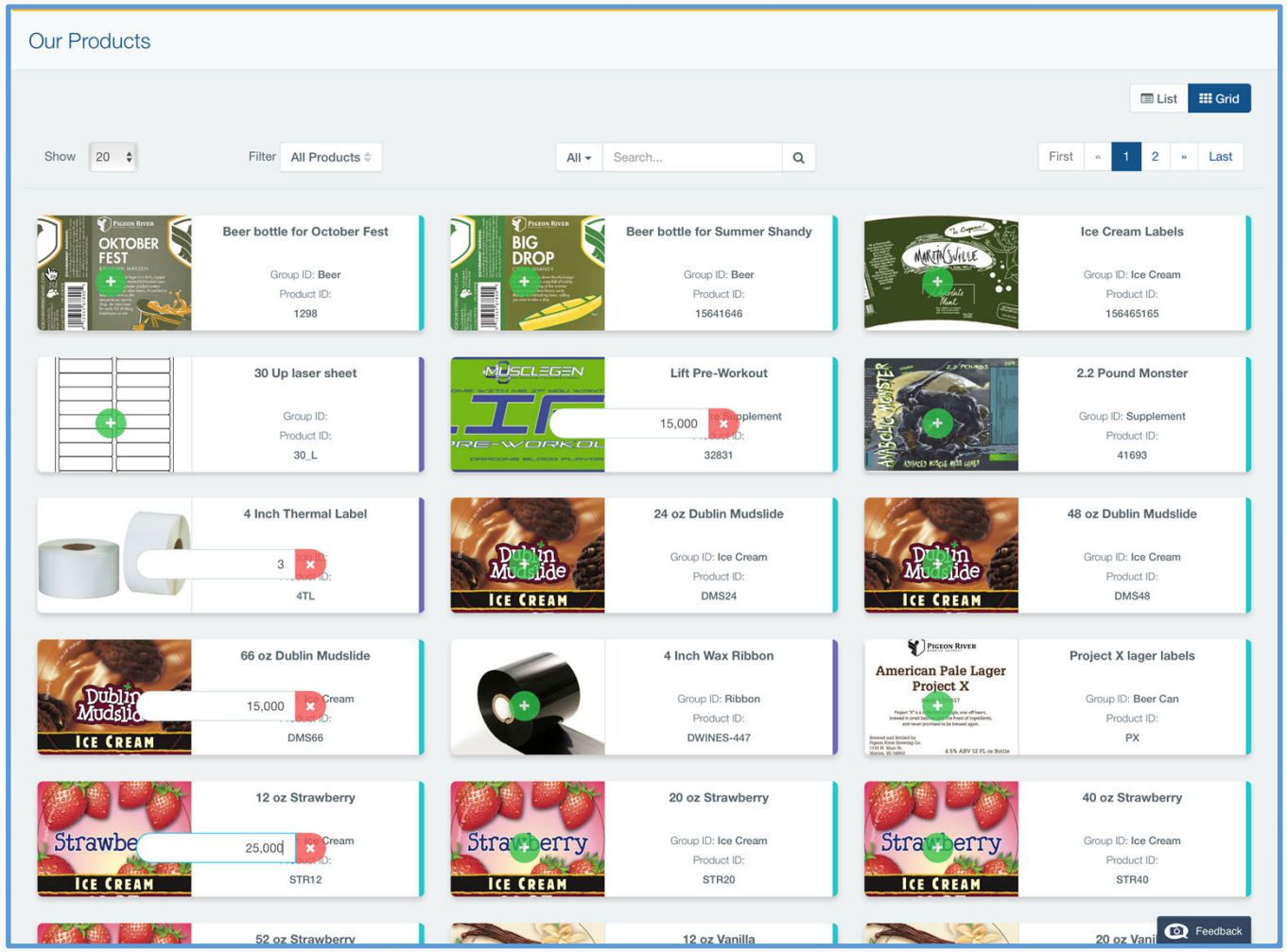
Order Anything - Anytime



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Product Detail Available

Custom Product Detail

Product 28 of 34 Prev Next

Product ID:	15641646
Description:	Beer bottle for Summer Sh andy
Group ID:	Beer
Certification:	
Unit of Measure:	Per M

Artwork: Choose Artw

Quantity: 0

Add to Order

Size | Stock | Colors | Finish | Packaging

Shape	Rectangle
Size Across	4.0000″
Size Around	4.0000″
Corner Radius	0.3750″
Unwind Direction	Out/Right 3
Final Carrier	0

Recent Order History

Order Date	Order Number	P.O.	Quantity	Price/UOM	Subtotal
09/15/2017	10757	1878	5,000	$316.40	$1,582.00
09/14/2017	10754	2654654	25,000	$295.08	$7,377.00
09/14/2017	10752	1588	5,000	$316.40	$1,582.00
09/14/2017	10749	47856+6	5,000	$316.40	$1,582.00
09/13/2017	10744	1111	5,000	$365.80	$1,829.00
08/31/2017	10727	16516546	25,000	$272.45	$6,811.25

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Reviewing Topics Discussed

- Proper consistent estimating a key to profit
- Analyze estimating data to monitor trends
- Training on all production processes critical
- Continuously examine office procedures
- Automating order processing is vital to profit and service
- Get online from your customers perspective

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Thank You!

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