

Lost

"Cost is fact; price is policy."

-British Federation of Master Printers

A friend who has been in printing sales for many years said to me the other day "You know, it's funny, but I've worked for (...and he named three prominent arch competitors...) and no matter who I was working for, they always had the highest prices."

Funny indeed, because it has the ring of truth to it. I suppose you can explain this phenomenon in a number of ways. Maybe our customers accidentally mislead us, asking us to quote "apples" while the competition is quoting "oranges." Or, maybe they do it intentionally, because it's easier than telling us the truth- they just like the other guy better. Perhaps we do a better job on the specs- more accurate, but more complicated. And then of course, if the competition is the company you just recently left...

But then again, at least some of the time, all things being equal, your prices are actually higher, you know who you lost to, and how badly they beat you.

The big question is, what are you going to do with this information?

Well, if you're using JOBZ!, just enter two items into the database: the other company's price, and their name. Then check the Lost Job box. (QUOTE input screen.)

One click then prints a Lost Job Report that communicates these facts to an estimating supervisor or sales manager, shows how you quoted the job, and what discount it would have taken to equal the competition's price.

This is great feedback, but it can be even better. How about a report that summarizes all your lost jobs, over any specified period of time? The Lost Jobs report on the Business Menu shows the big picture at a glance- who you are losing jobs to and what pricing levels are required to match the competition's prices. For sales managers the report is summarized by sales rep as well.

If you're managing sales, or using JOBZ! to be your own sales manager, Lost Jobs reporting can help you have a more effective pricing policy.

See the following pages for examples of these "Business Intelligence" reports.

Jim Taylor May 17, 2013

Lost Job Competition Report

Date: **5/17/2013**

Re: **Federal Motors**

Things Have Changed

Estimate	32468	Quoted Date	12/12/2012
Estimator	Joan Baez	Press Date	1/4/2013
Sales Rep	Jim Taylor	Invoice Month	January
Lost To	Whozits Printing	Press/Plant	S NY
Their Quote, Qty 1	\$14,258 = 76.67%		
We went in at	82.5%		
Comment	These guys are killing me!		

	Our Quote	Winning Quote	
Quantity	45,000		
Total COST	18,596		
- Material	11,158		
-Outside Services			
Add'l Ms:	101.00		
M/U %	82.5%	76.67%	(Of our Total COST)
= Base	15,342		
Estimate VA 40%	7,438		
- VA Change	-3,254		
= Selling VA 27%	4,184		
+ Add-On	1,800		
= QUOTE	17,142	\$14,258	

Lost Jobs Report

May 17, 2013

Invoice Dates: 11/21/12 to 7/15/13

Jobs Reported as Lost	Billing	Press	Our Quote	@	Lost To	Their Quote	@
Jim Taylor							
Claymore Information Systems - Don't Think Twice, It's All	January	2013	S	\$18,164	88.0%	Ink Scum Bags	\$12,580 68%
	<i>Should have quoted web</i>						
Claymore Information Systems - A Hard Rain's A-Gonna	January	2013	S	\$18,235	92.0%	Nemesis Printing	\$18,500 93%
	<i>Lost this one because of the schedule</i>						
Control Alt Delete - Time Passes Slowly	January	2013	W	\$18,536	90.0%	Whozits Printing	\$15,245 82%
	<i>Went digital</i>						
Control Alt Delete - Knockin' On Heaven's Door	January	2013	S	\$17,681	89.7%	Cheapo Printing	\$14,500 78%
	<i>Need a half web!</i>						
Control Alt Delete - The Times They Are a	January	2013	S	\$18,536	90.0%	Ink Scum Bags	\$14,000 75%
	<i>Mailing price under \$4,000</i>						
Federal Motors - Gotta Serve Somebody	January	2013	S	\$15,342	82.5%	Nemesis Printing	\$13,500 73%
	<i>Quality not the issue</i>						
Federal Motors - Things Have Changed	January	2013	S	\$17,142	82.5%	Whozits Printing	\$14,258 77%
	<i>These guys are killing me!</i>						
File Edit View, Inc - Lay Down Your Weary Tune	January	2013	S	\$11,111	90.0%	Unknown	\$10,000 81%
	<i>I give up</i>						
Five, Inc - Visions Of Johanna	January	2013	S	\$21,925	112.0%	RRD	\$18,750 96%
11 by Seventeen - The Times They Are A	May	2013	S	\$12,345	100.0%	Nemesis Printing	\$10,000 81%
Bell Labs - Lay Lady Lay	July	2013	S	\$15,481	100.0%	Nemesis Printing	\$11,500 74%
	<i>Should get the next one.</i>						
Clan Tech, Inc - Stuck Inside Of Mobile With	July	2013	W	\$22,256	110.0%	Ink Scum Bags	\$17,852 96%
Federal Motors - You've Gotta Serve Somebody	July	2013	S	\$19,500	100.0%	Nemesis Printing	\$15,000 77%
	<i>Need to be more aggressive.</i>						
Federal Motors - Shelter From The Storm	November	2012	S	\$21,066	100.0%	Nemesis Printing	\$20,100 100%
	<i>I got outsold</i>						
Control Alt Delete - The Levee's Gonna Break	December	2012	S	\$16,736	90.0%	Nemesis Printing	\$14,500 78%
	<i>FSC paper- couldn't get any.</i>						
Cursory Software - Just Like A Woman	December	2012	S	\$17,666	95.0%	Usual Suspects	\$14,000 75%
	<i>We discounted to 95%, but looks like we need to be below 80% with these guys.</i>						
Five, Inc - Return to Me	December	2012	S	\$18,034	86.7%	Nemesis Printing	\$15,000 72%
	<i>Note about the quote</i>						
More than Enough - Thunder On the Mountain	December	2012	S	\$20,456	110.0%	Nemesis Printing	\$16,500 89%
	<i>UV Job</i>						
Total				\$320,212			

Jobs indicated as "Report Lost" on Quote screen Tracking box or on Pending list.
Prices are for Qty.1. Percentages are relative to our Estimate Total Cost.