

Organizational Transformation with Effective Training and Recruitment

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ALI RIDHA JAFFAR - VP, PRINT & TECHNOLOGY

Ali's experience in eCommerce spans over fifteen years and covers a range of enterprises from web design overhauls to marketing automation consulting.

Having pioneered the Web2Print initiative at the Syncoms Group, Ali transformed the commercial print division from a traditional printing company, to a specialist tech firm, delivering Web2Print implementations.

Under Ali's stewardship, the Syncoms Group has on-boarded a range of significant clients, ranging from government institutions to NASDAQ and Fortune-500 companies.



Syncoms – Key Information

World-wide service for a global industry

Global B2B and B2C Sales

Syncoms is enjoying the new global printing boom. UK Annual Revenue is a double-digit multi-million pounds figure, annually.

100 + Employees Globally

With locations in **Orlando, Florida**, **London, UK** and **Bangalore, India**, we are perfectly positioned, no matter your time zone.



Web2Print Experience

We regularly consult with global industry leaders and have onboarded many prominent FTSE-100 and Blue Chip organizations.

Thought Leaders

We regularly contribute to various print and Web2Print publications, expos and conventions as part of our responsibility to give back to our own industry.

SynCloud is the Web2Print customization service provided by the Syncoms group. For over a decade, Syncoms has serviced a variety of clients of all shapes and sizes, helping them realize the benefits of Web2Print technology. Syncoms now brings its extensive experience to the print industry as a whole, offering a range of consulting, implementation and customization services in the domains of eCommerce, marketing automation and Web2Print.

Presentation Goals

What will be covered?



Driving Operational Success

Critical qualities for driving both Sales and Operational success.



To Retrain or Hire?

When should you look externally for personnel resources?



What Are Some Required Skills?

What skills are ideal for eCommerce support and development?



Crafting Job Notices and Adverts

Some tips and tricks for writing that dreaded job posting...



Some Examples of Job Descriptions

Some real-world examples of advertisements placed for these roles.

A Preliminary Point: Web2Print and the Question of ROI 5

Common Questions Printers Raise



Do I really need a Web2Print Solution?

- ✓ Your competitors have Web2Print
- ✓ You must ring-fence your customers
- ✓ People come and go - tech remains

What's the ROI on my Web2print Investment?

- ✓ Customer retention through 'stickiness'
- ✓ What is your customer worth to you?
- ✓ Expect to future-proof your business

Do I need a B2C or B2B solution?

- ✓ B2C is strongly competitive
- ✓ B2B - there are plenty of opportunities
- ✓ Make a decision and stick to it

My Web2Print Solution is Failing!

- ✓ Is there a defined Web2Print strategy?
- ✓ Are there the right resources?
- ✓ Consider hiring a consultant to help

An Example of a SynCloud Deployment

An active undertaking on behalf of the Royal Voluntary Service, a prominent UK-based, third-sector organization that endeavors to improve the lives of retirees.

The Web2Print platform provided by Syncoms caters for the needs of 300 offices located across the United Kingdom.



HOME > CASE STUDIES



COMMUNITY TRANSPORT

View Items



DANCING

View Items



DEMENTIA SUPPORT

View Items



GOOD NEIGHBOURS & TELEPHONE FRIENDSHIP

View Items



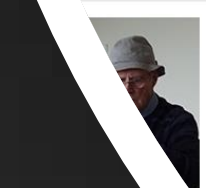
HOME FROM HOSPITAL

View Items



HOSPITAL

View Items



IMAGES



KNIT AND NATTER



PUB LUNCH

DRIVE OPERATIONAL SUCCESS

Some Critical Qualities...



First

Assigning Realistic Budgets

You will require a financial commitment to training, recruitment, various technical resources and marketing collateral.



Second

Clear Division of Roles and Responsibilities

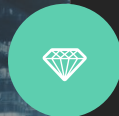
Dedicated sales resources can drive change. Ensure design and tech teams understand the transformation. Appoint an internal "executive sponsor". Inspire internal stakeholders.



Third

Dedicated, Core Teams

Your business is pivoting to tech and they are part of this transformation. They must know how to divide their time.



Fourth

Know Your Resources

We will cover this, shortly. Their skills are transferable outside the domain of Web2Print .

TO RETRAIN OR REHIRE?

WHAT ARE YOUR KEY RESOURCES?



Sparkling Technical Sales

Print knowledge isn't essential – you want a technical “go-getter”. Hire a dedicated sales resource to focus on Web2Print sales and work with your existing team.



Superstar Digital Designers

Preferably, with online skills. It will be difficult to retrain an offline designer. Don't waste valuable time attempting this.



Wizardly Web Developers

They will be essential to beautify your product and for proper customisation. Essential skills include HTML and CSS.

ENSURING YOU'RE READY TO PITCH

Have a Clear Timeline with Milestones

Brief Your Teams – Delegate Tasks and Responsibilities

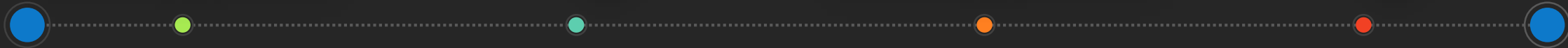
Take into careful consideration the requirements of a Web2Print platform. Is your design team comfortable with how their role will evolve?

Design Teams



Pre-press and automation specialists will play a critical role in ensuring a 'complete' Web2Print solution. Will they also require additional training?

Pre-Press Specialists



Sales Teams

How will your Sales Teams and Account Managers adopt the forthcoming changes? Have they been sufficiently briefed and trained?



Financial Teams

Are all sectors of your business prepared for change? For instance, is your finance team comfortable with new billing models?

Detail when you'll actively pitch and when you'll be able to implement Web2Print platforms.
Does everyone understand their role?

Ideal Skills for eCommerce Support and Development 10

ONLINE DIGITAL DESIGNERS AND WEB DEVELOPERS

The requirements detailed in this slide deck are critical – not just ideal!

Sadly, there is a difference...



Storefront Appeal

They must look slick – not clunky!



Design and Style

Follow the usual eCommerce principles of design.



Essential Skills

Absolutely required skills include CSS and HTML.

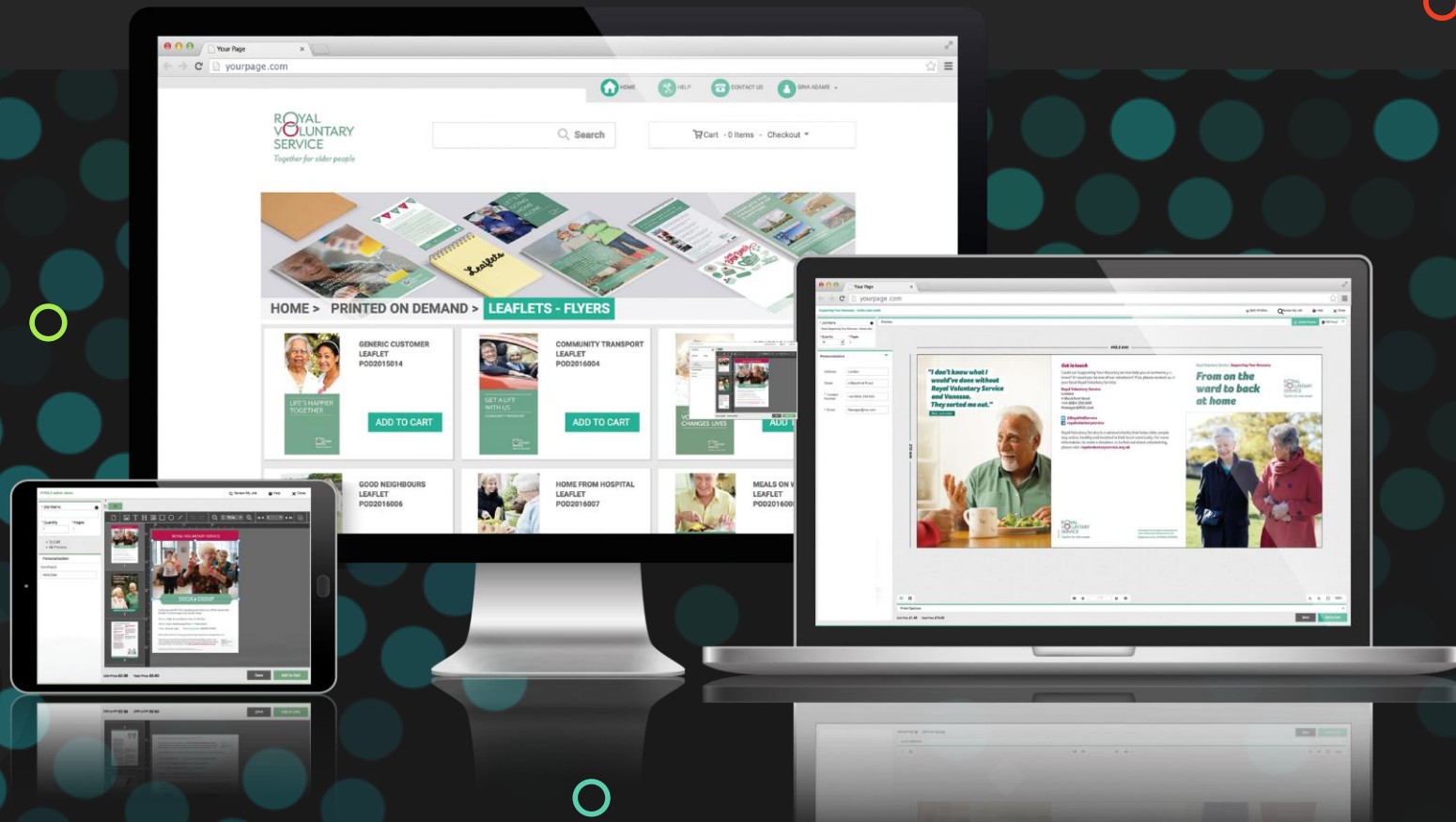


Hit the Ground Running

Can be applied to website, email marketing and templating, too!

For Example...

A live deployment



Template Design

Easy to create new designs, or re-use and modify existing designs



Slick and Clean Appearance

Sites must still be easy to navigate as well as good-looking



Customized Interface

Fast changes can be implemented by your dedicated Web2Print team.

When do you need to seek external resources?

Remember your key resources and balance your teams accordingly.

TO HIRE OR RETRAIN?

Some Critical Qualities...



Retraining Internally

Begin by retraining internally. Consolidate your dedicated sales team. Ensure close co-ordination with your newly formed Web2Print team.



Hiring Externally

For some personnel, it will be easier to hire than retrain - for instance an online digital designer will be easier to hire than to retrain an offline print designer. You'll waste valuable time attempting to achieve this.



Time is of the Essence!

Be clear and concise. Be decisive on what resources you require.

Sales Training Tips: Turning a Print Enquiry Into a Technical Enquiry 13

Advice and Encouragement



- **Learn to Identify The Potential**

What do Web2Print propositions look like? For example, "I'm looking for a new supplier for repeat-printing of our business cards."

- **The Traditional Approach**

Call the client → Meet with the client → Obtain a sample file → Send through an initial quote → Start quoting and ordering through email/phone.

- **The "New Tech" Approach**

What makes this enquiry a potential Web2Print sale? The product is generally consistent; there is repeat-ordering. Templates can be easily created for online editing. Pricing can be fixed according to units. → Set up Web2Print platform.

Develop Carrots and Sticks

Consider an incentives package to incentivize your team to embrace change!

Run Through Drills

Role-playing is critical. Your team is now selling solutions, not just products.

Train Your Personnel

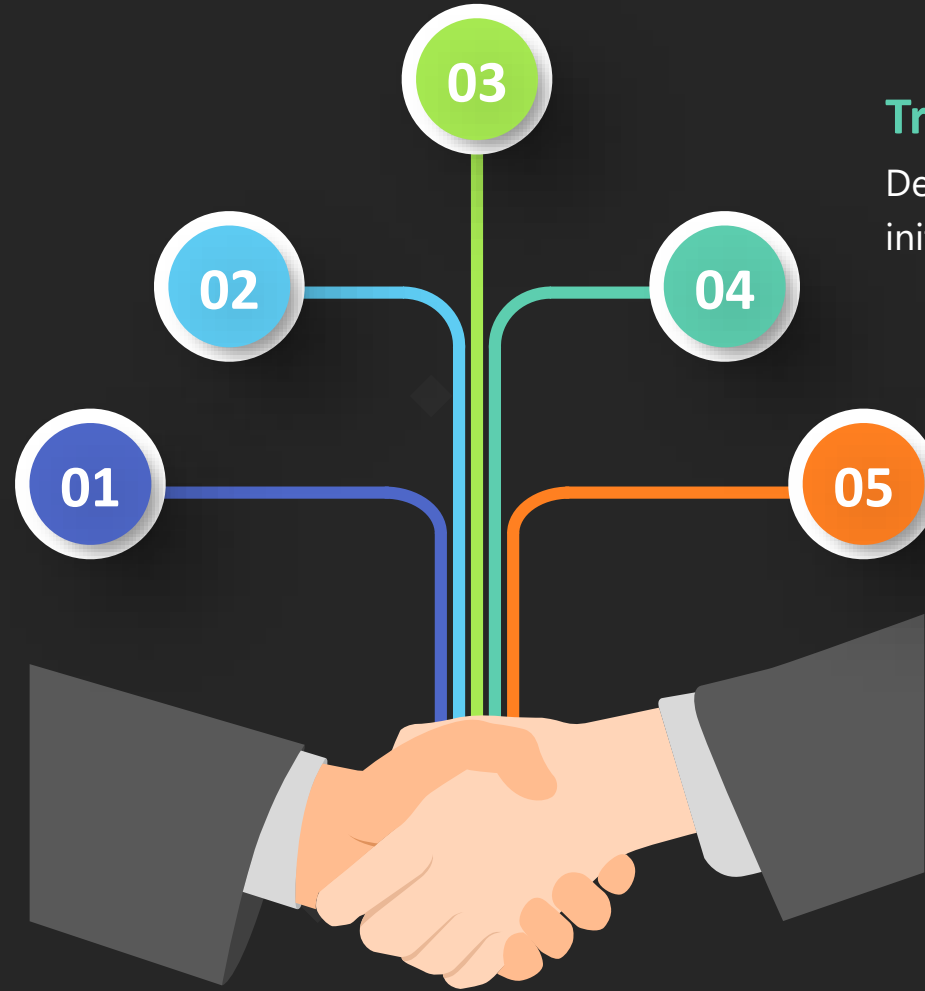
Don't let your team make excuses rather than admit deficiencies.

Train Some More

Develop a complete training programme, from initial incoming leads, to attending meetings.

Drill Some More

Train, drill, repeat. You can never be too-well rehearsed...



Sales Training – Key Concepts

Job Postings – Tips and Tricks

The dreaded part of recruiting!



Print is Boring!

You are now pivoting to technology! To recruit top talent, you must inspire:

“ Within a year of working with us, you will be entrepreneurial, confident in your area of expertise and amongst the top of your game – the envy of your peers...”



Technology Companies are Fun Places to Work

You will want to attract employees who are comfortable embracing innovation:

“At Syncoms, no day is the same. We are at the epicenter of the \$600 Billion gifting experience. We reward initiative and those that are courageous, take risk and live in excellence.”



Clarity and Concision

Be clear and concise in your job descriptions. Do not “frighten” the potential candidate with a job description that implies the work of three people.



Examples of Job Descriptions

Online Digital Designer Role

Digital Designer Wanted

Minimum of 2 years of web design work experience. Print experience also beneficial. Bachelor's degree in Graphic Design or related field. Previous experience in eCommerce environment strongly desired, but web design and creative experience essential!

Experience with corporate identity and logo creation. Proficiency with multiple design software packages (e.g. Illustrator, Photoshop, Camera Raw, InDesign, Dreamweaver and Muse).

[Contact Us Now](#)



Examples of Job Descriptions

Example For a Junior Web Developer Role

Talented Junior Web Developer Wanted

Strong proficiency in HTML, CSS, Animated GIFs and Flash. .Net and Javascript experience would be beneficial. Passion for webpage creation and web creatives essential!

Minimum 2 years web design work experience – offline experience also beneficial.

Bachelor's degree in Graphic Design or related field. Previous experience in an eCommerce environment strongly desired, but web design and creative experience essential.

[Contact Us Now](#)

**01**

Failure to make an exciting or interesting-enough job description! Top talent will not enjoy boredom.

02

Not investing in technical resources. This is the most critical point and could lead to the downfall of your entire Web2Print strategy.

03

Failing to effectively recruit and/or train technical and design personnel expected to work with the new Web2Print platform.

06

A lack of perseverance. Change takes time and is difficult to implement. Don't just revert over to the *status quo*.

05

Poor planning. Failure to take into consideration every aspect of your Web2Print implementation – from workflows to invoice management


04

A lack of training and/or recruitment of appropriate sales personnel, resulting in a team that is nervous about their lack of understanding.


Need More Advice? Get in Touch!

Other Syncoms talks you may wish to attend:


How to sell Web2Print Solutions – BUS0901	Thursday, 24th January 2019 – 2:15pm Location: La Tache 1
Get Your Web2Print Solution Running Faster – BUS1001	Thursday, 24th January 2019 – 3:30pm Location: La Tache 1
Technology Recruiting – Avoiding Disasters! – BUS1101	Thursday, 24th January 2019 – 4:45pm Location: La Tache 1




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