

CASE STUDY

Sales Training And Results (STAR)



ABOUT THE CLIENT



Sales Training and Results (STAR) has 20+ years' experience helping salespeople and sales managers refine their selling skills. Fortune 500 and small business clients receive highly customized content, all of which is presented in a compelling and professional-looking manner. Training can be taught by STAR's experienced trainers, or the client may choose to go with a train-the-trainer program that includes licensing STAR's sales training workbooks.

www.salestrainingandresults.com

“When we found that we could get higher quality printed materials at a lower cost than doing it ourselves, it was a great revelation.”

- Bill McCormick,
President & Founder

CHALLENGE

STAR initially concluded the best way to produce their critical classroom materials was internally. They achieved their objective, but at a **high cost**. This required a full-time, dedicated employee resource, in addition to high fixed expenses for equipment and facilities.

- Replace time-intensive internal process
- Maintain high quality standard for critical client-facing documents
- Remove high overhead costs associated with printing equipment

PROBLEM SOLVING

Bill heard about Mimeo's solution at an opportune time. STAR's full time document manager was retiring and outsourcing to **Mimeo would replace the high expense** and time involved in their current print & distribution process.* Mimeo's web based technology promised to create a simple, time-saving alternative, and time is money!

RESULT

- Production time reduced from hours to minutes
- Need to replace full time employee eliminated
- Professionally-produced materials increased document quality
- Zero fixed overhead costs

BONUS - COST SAVINGS

The Mimeo-STAR partnership has since expanded to include Mimeo's Marketplace technology, offering content to clients through custom-branded storefronts. They do this without high setup or maintenance costs associated with IT or billing efforts.

* STAR was re-structuring and would no longer have to pay for a full-time print manager position (soft costs) and could sell their printing equipment (hard costs).