



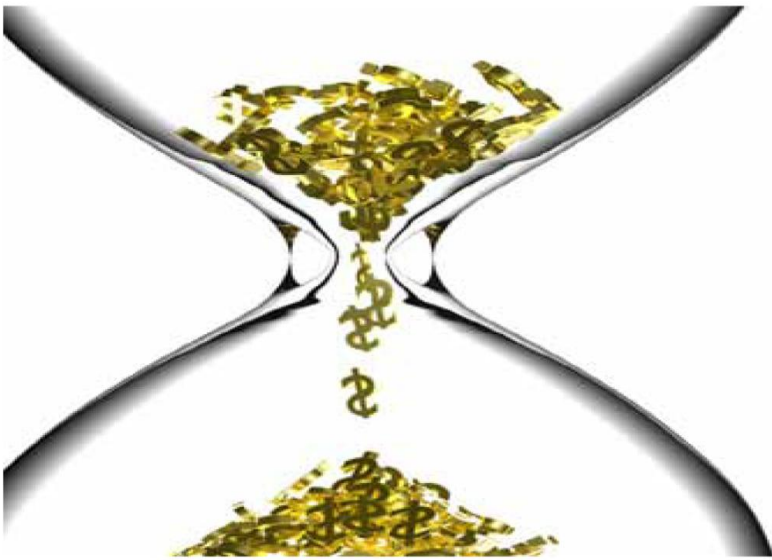
# Top 10 Purchasing Tips

1. Develop a Five Year Budget Plan
2. Field Trips/Networking
3. Develop Relationship
4. Document Workflow
5. Test Material
6. Vendor Demonstrations
7. List of Current Customers
8. Training Costs
9. Send Purchase & Warranty Documents through Legal Department
10. Gut Check!

# Develop 5 Year Plan

- List Equipment
- Determine Years of Expected Machine Purchase
- Begin Working Your Plan!





# Develop Workflow

- Document Workflow
- Define Processes
- Know Direction
- Get IT Involved if Necessary

# Field Trips

- Go to Trade Shows
  - Graph Expo
  - Postal Forums
  - MailCom
  - Get Out and Look at Equipment Somehow!



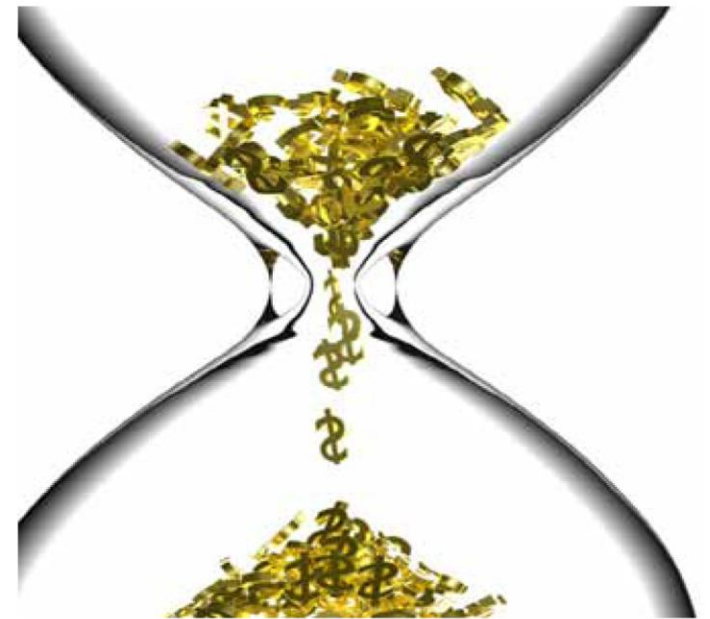


# Talk To People

- Talk to Current Customers of Vendor
- Ask about Service
- You'll be Surprised What You Find Out!

# Vendor Demonstrations

- Run Your Files on their Equipment!



# Test Material

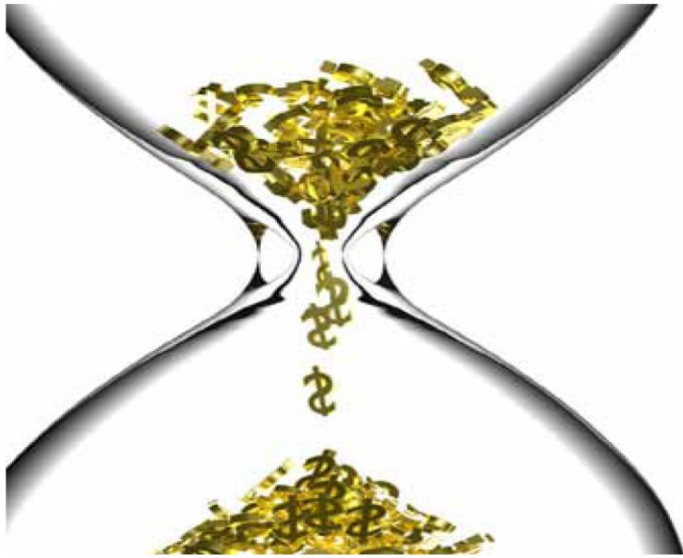


- Test YOUR MATERIAL!
- Test it THROUGH ALL EQUIPMENT
- Mail it!

# Feel Good about Vendor Relationship

- Really get to know the Vendor
- Ask Questions





# Purchase Documents

- Send all Agreements Through Company Lawyer
- Details...Details...Details – It's always in the Details!

# Gut Check!



- Pay Attention to Your Intuition and Those Little Voices In Your Head!
- Sleep on it!



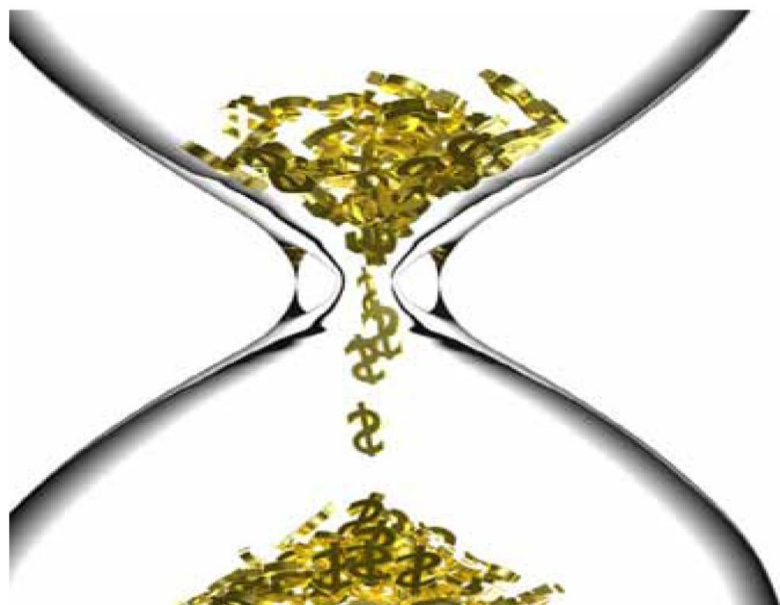
# Budgeting Tips

1. Lease Vs. Purchase
2. Warranty
3. Service Agreements
4. Consumables

# Lease Vs. Purchase

- How Fast Will Technology Change?
- Long-term Budget Projections
- Yearly Costs





# Warranty

- Negotiate Length of Warranty
- Payment Options

# Service Agreements

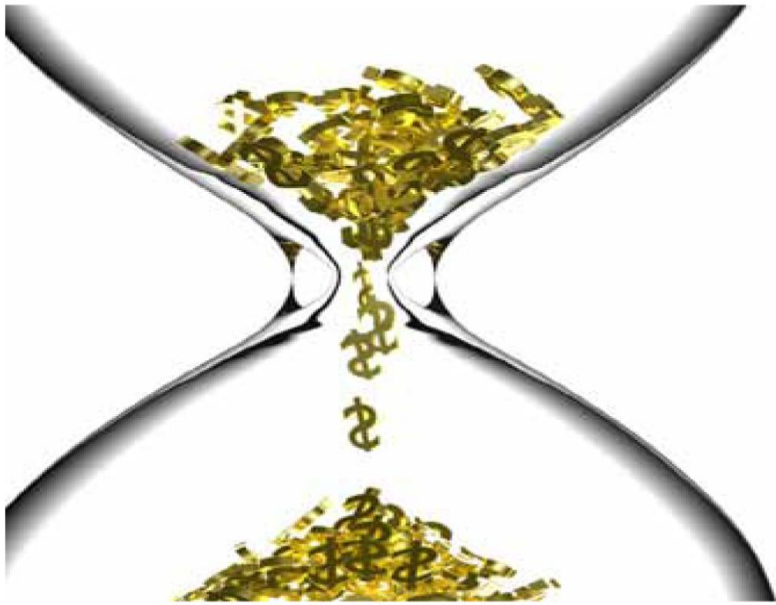


- Level of Response Time Needed
- Weekend/Holiday Service Calls
- Software Upgrades
- Yearly Increases
- “Bumper to Bumper” or Parts Only

# Consumables

- Estimate Consumables Needed
- Consumable Duty Cycles
- Yearly Increases





Questions?