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Anup Gupta (left) talks with Mike Panasiti, a field director at the Great Trail Council of the Boy Scouts of America.

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Effort makes an impression

*Owner of printing,
promotional firm
in Stow relentless
in his pursuit*

BY MARY VANAC
Beacon Journal business writer

Anup Gupta is a study in persistence.

The owner of AG Business Forms and More in Stow recently lost a printing job because a local manufacturer's parent took over

YOUR BUSINESS MATTERS buying printed forms for the whole organization. Instead of giving up the local account, Gupta went after the parent company's printing business.

"I want all their business," Gupta said. "I will call them back until they say we have business for you."

Persistence like Gupta's is a hallmark of good salesmanship. As a marketer by education and a salesman by trade, Gupta has found several



Panasiti uses Gupta to locate products to promote the Boy Scouts of America.

other ways to get or keep his foot in customers' doors.

The result? He met his sales goals last year and in the second half of 1997 without making a single cold call to prospective customers. Instead, he increased sales by selling more products to existing customers and by taking advantage of referrals.

Part of Gupta's success comes from how he sees himself — as a problem solver.

"I have a genuine interest in the

other person's benefit," said Gupta, who also owns AG Promotional & Gift Products. "I want my customers to look good."

Gupta neither makes nor imprints any of the mugs, baseball caps, water bottles or invoice forms he sells customers. Rather, he finds the right products and suppliers to meet customers' promotional needs.

For instance, a bank might want to

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