

Green/Sustainable is coming... Are **you** ready?

3 Minute Self Assessment

Step 1. For each question below, give your company a score of 0 to 10, where 0 means “not us/don’t know” and 10 indicating “we’ve done this, done it well and we can prove it.”

We’ve effectively cut through the “green” noise and have come up with a real plan and a real sense of direction.	1	2	3	4	5	6	7	8	9	10
Our green/sustainable plans fully mesh with our organization-wide strategic plan for short and long-term success.	1	2	3	4	5	6	7	8	9	10
We have company-wide buy-in for our green/sustainable plan. Everyone’s on board, they understand their part and how to do it.	1	2	3	4	5	6	7	8	9	10
Our sales team is well trained, prepared and genuinely comfortable engaging our clients and prospects in green/sustainable conversations.	1	2	3	4	5	6	7	8	9	10
Our green/sustainable programs are critical to our efforts to ensure our clients see us as a sustainable partner – not just as another vendor.	1	2	3	4	5	6	7	8	9	10
We’re a green link in our clients’ supply chains, and work to help them achieve their own green/sustainable goals.	1	2	3	4	5	6	7	8	9	10
We’re “greener” than all our clients put together, and we can prove it.	1	2	3	4	5	6	7	8	9	10
Our clients are comfortable with our green/sustainable efforts and our plans for the future.	1	2	3	4	5	6	7	8	9	10
We regularly measure our progress toward our green/sustainable goals, especially our successes in reducing, reusing and recycling.	1	2	3	4	5	6	7	8	9	10
We’ve communicated our green/sustainable plan to our entire client base, and we regularly share with them (and our community) our measured progress to date.	1	2	3	4	5	6	7	8	9	10

Step 2. Add up your total score. (An answer of 8 equals 8 points.)

The highest possible score is 100. Should you score 100 points, your company is indeed a rarity and an amazing company!

Our Green/Sustainable “ready” score is:

(refer to the chart on the next page to interpret your score)



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Score Key

Score	What it all means...
90 - 100	Wow. You've really taken this to heart, made plans and made demonstrable progress. Congratulations and thank you for setting such a great example in the graphic communications industry. If you're willing to share your story, we'd love to hear it. Please contact us to set up an interview.
80 - 89	Not too bad. In fact, you're far ahead of most other printers, FSC/SFI certified included. If you want to further your efforts, you should review the excerpt to see if The Green GPS might give you a boost to the top level.
70 - 79	If average is good enough for you, then you should not need to give this more effort right now. That assumes, of course, that you expect every other printer to stay exactly where they are today, too. If, however, you anticipate your competitors will make strides in their green/sustainable projects (which is happening all around you), and your clients might increase their "greenness" also, sitting still is really just sliding further behind. Take action now - download the excerpt or place your order now for your own copy of The Green GPS.
60 - 69	Below average is likely not where you want to be. And, given the stakes of losing business and/or your best people, you really should consider getting started with open dialogue with your clients, your suppliers and your team, and then establish a plan and get to it. The Green GPS would likely be an outstanding guide for you.
59 or lower	You stand a good chance of losing clients, losing business to other printers and compromising your long term success. It's highly likely you can get a lot of mileage by using The Green GPS. You're lagging, and you need to do something about it now.

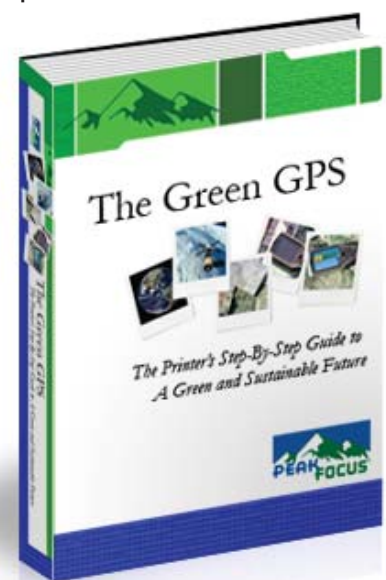
If you scored less than 90 points, you owe it to yourself, your team and your future to learn more about the newly released toolkit created specifically for commercial printers. See for yourself why ***The Green GPS - The Printer's Step-By-Step Guide to a Green and Sustainable Future*** is endorsed by PIA affiliates across the country, IPW, leading vendors and industry groups.

[Click here to learn](#) how ***The Green GPS*** can get you where you want to go - and where your clients expect you to go.

If you'd like to see more about the actual content, [download the excerpt here](#).

Or, get a jump on your competition by placing your [order now](#). (Remember to use your PIA affiliate (or other discount) code in addition to any other incentives to which you're entitled.)

Give your sales team a boost of confidence, help your clients reach their own goals, and build your top and bottom lines. It's within your reach. **Wherever you choose to start, do it now.**



www.GreenGPSforPrinters.com

