

Beyond The Presses

A Sentinel Reality Series

Episode 3

Episode 3—Plan, Price, and Present

Our Estimating team has over 58 years combined printing industry experience.

In this episode of *Beyond the Presses*, Dale feels right at home with Sentinel's experienced Estimators ... ***Starring Stephanie Barnett, Estimator Extraordinaire!***



What's a typical day like in the Estimating department at Sentinel Printing?

There is no typical day in Estimating! Each day presents new opportunities for learning and applying my experience. I have 12 years of experience in the industry, with 10 of them being at Sentinel. Generating quotes for customers is my number one priority. Establishing relationships with vendors is also a giant part of Estimating. I keep in daily contact with our vendors to ensure Sentinel and our customers receive the best quality and prices on our raw material. As you can imagine, the days just fly by!

Estimating is all about efficiencies.

Efficiencies help to provide the competitive pricing that we offer to our customers. As a company, it is very important that we are proficient at both creating estimates that take full advantage of all the skills our employees and machines have to offer. By communicating with the production floor directly, I am able to accurately estimate the dollar value and amount of time it takes for each individual job to be produced. Our pricing reflects Sentinel's commitment to efficiency, utilizing our machinery and staff successfully.

How does the Estimating team fit into Sentinel?

Acting as an internal consultant for Sales and Customer Service, I am able to spend the time with a Sales Representative or a Customer Service Representative and help to answer any question a customer may have about a quote. This teamwork also results in new and inventive ways to save our customers money. When the estimate presents a challenge, Dale and I work hand-in-hand to find a solution that will ensure a quality product at an excellent price.



Above and BEYOND...

Sentinel Printing Co., Inc.
250 Hwy 10 N
St. Cloud, MN 56304

St. Cloud Local:
(320) 251-6434

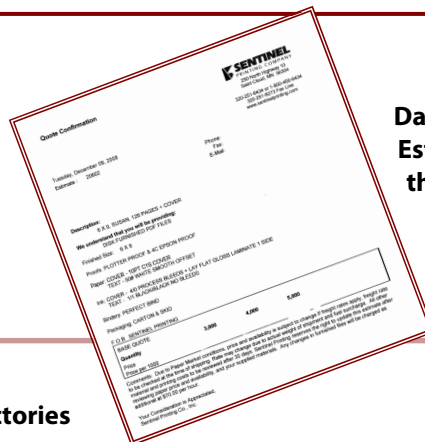
Toll-Free: 1-800-450-6434

Fax: (320) 251-6273

Twin Cities Local:
(952) 448-5212

www.sentinelprinting.com

Going Above & Beyond
Since 1854



A Job Planner and two Estimators follow Dale's lead in our Estimating department. Once Estimating has planned and priced your project, the estimate is given back to the Sales Rep. and is presented to you, our customer! As you can see, the Estimating department is an essential function of Sentinel Printing!

Books

Directories

Catalogs

Manuals

Brochures

Booklets

Much More!

Contact your Sales Rep for an estimate!

