

Lower Your Bottom Line - Stop Paying Retail On Toner

The single greatest aspect of any organization's internal economy is saving money. Saving money increases your profit margin; this is old news. There is an issue involved here that may be new news. It is an issue of exactly how to save money. Lots of ideas come to mind, but it is easy to see how some of them could slip through the cracks. One of these ideas can be snatched from its costly crevice with the fingers of information. Why not save money on essential commodities? Well, quality then becomes an issue. Nobody wants to work with shoddy supplies. So how do you save money on essential commodities without sacrificing quality? The answer is easier than you might expect: buy wholesale. Specifically, buy wholesale toner. This may be the single greatest reduction of cost in your supply budget. Toner is far from inexpensive. Envision the shopping scenario. You walk into your local, but not locally owned, major office supply retailer. You walk towards the aisle for copier parts and toner. This aisle is like an endless copy of itself. The toner alone fills your horizon with confusion. First, look at all the brands, each with multitudes of models:

-Brother -Canon -Copystar -Dell -Gestetner -H/P -Konica Minolta -Kyocera Mita -Lanier -Lexmark -Okidata -Panasonic -Ricoh -Riso -Samsung -Savin -Sharp -Toshiba -Zerox So after spending several moments finding your brand and then several more moments locating your model you take note of the price tag. Gee That is some expensive toner! Yet, it is purchased anyway, because it is essential.

How to Shop for Toner Economically

To save money on something that is ludicrously over-priced is overly-simple. It is easy to assume that the Internet is trying to rip you off. This is wrong. Sure you can shop the same major-retail stores online, but the effect is not much different than being in the store, at least for your pocket book. There are other highly reputable sites on the world wide web that will sell you the same products for less money. So, why haven't you heard of these sites? Perhaps you have, but you avoided them because they sell wholesale. Stop, and ask yourself why. Is buying wholesale such a bad thing? It is not as if your social circles will break apart, nor is it as if buying wholesale is going to leave you flat broke for then next quarter. Think of it as consolidation. Instead of paying egregious amounts of capital on every toner cartridge whenever toner needs to be replaced, why not pay much less per cartridge and buy several at once?

This will eliminate two problems at once. First, and most importantly, it eliminates the problem of the net-cost of toner exceeding its necessity. If you can pay less for something that is equal to what you are used to buying, then do it. Second, this eliminates the problem of surprise toner shortages. If there is a large copy project coming up, you would not have to be concerned with running out of toner mid-project or shortly thereafter. Ultimately the time it takes you to walk to the supply closet and retrieve a new toner cartridge is much less than the time it would take you to drive to the nearest retail store and go through the mind-numbing aforementioned scenario. It is also less taxing to shop online once in a great while for toner or copier parts rather than several times during the same potential gap of time. This is an easy way to save money in the old, but still significant, "Time is money" business ethic.

What About Customer Service?

Isn't part of going to retail stores and paying those prices a guarantee for good assistance and knowledgeable staff? Well, yes and no. Paying more for toner at these retail stores does fall under the presumption of good customer service. Yet the "good customer service" is often not great customer service. Retail stores do not hire specialists. Instead of hiring people who know a lot about some things, retail stores hire people who know some about a lot of things. Shopping with an online, specialized store for toner and copier parts guarantees customer service specialists.

Get to it!

This is the new standard for shopping for toner and copier parts. Pay for the parts and toner. Don't pay for the parts and toner to be placed on shelves in an aesthetically pleasing manner. You need toner, you do not need to pay for mass market's electricity bill. Shop online and save money, time, and some piece of mind. You have nothing to lose and a lower bottom line to gain.

About the Author

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