



Complete Mailing Solutions

Colorado dealership emphasizes its values

by: Elizabeth Marvel, Office Technology Magazine

Complete Mailing Solutions (CMS), headquartered in Englewood, Colorado, takes a different approach to its customer relationships, says Paul Johnson, co-owner of CMS. It all starts with the six core values the company and its employees operate by: to be personally and professionally growth-oriented; to use teamwork with individual accountability; to have a high level of responsiveness with consistent follow-through; to always exhibit honesty and integrity; to work hard and work smart; and to act as vested owners.

“Using these core values as a guide, each employee is empowered to make decisions when a situation arises with a client,” Johnson says. “This allows us to be more responsive to our clients. When mistakes happen, we don’t point the finger at each other. Rather, we ask what was learned and how the situation can be better handled in the future. Our goal is to become better from our mistakes.”

“The strength of CMS is our team,” Johnson continues, noting that more than half of the company’s 13 employees have been with CMS more than 10 years, and two have been with the company more than 20 years. Its sales and service team members also have more than 125 years of combined experience in the industry.

“Everyone knows their job and we count on each other for seamless execution and high performance,” he says. “Since we are family-owned [Johnson’s wife Karen is co-owner and their son Nate also works in the company as a service technician], we have built a family-oriented culture with a concern for each employee’s well being. We strive for a healthy balance of family and work. We also believe strongly in personal development and encourage each employee to pursue new interests and gain new skills.”

CMS serves territories in Colorado and southern Wyoming from its Englewood office and a second location in Loveland, Colorado. It provides a full line of Neopost equipment and software, including mailing equipment (postage meters, mail machines, folders/inserters, addressers, tabbers, letter openers and printers), parcel lockers and software (outbound shipping and inbound parcel management software). CMS also offers a line of Duplo finishing equipment (bookletmakers, cutter/creaser/slitters, perfect binders, saddle stitchers, laminators and spot UV coaters) and envelope printing services.

“We optimize communications through mailing, printing, digital and logistics solutions,” Johnson says. “We strongly believe in building honest, long-term relationships with our clients



Paul and Karen Johnson outside of Complete Mailing Solutions.

and becoming a reliable partner for them, coupled with high customer service levels. This is a value-oriented — not price-oriented — approach to doing business. As a result, we take the long view on the best solutions that will fit our clients’ needs rather than selling equipment or software based on the lowest price. Our goal is to make our clients’ lives easier, giving them a single resource for all their needs.”

To ensure its customers have the right solutions to meet those needs, the company has developed the CMS Proven Process:

- (1) **Discovery** to identify and understand the customer’s needs and budget.
- (2) A **presentation** to demonstrate CMS’s solutions with hands-on experience.
- (3) A **proposal** that outlines the recommended solutions and pricing details.
- (4) **Implementation** to install and configure equipment and to train users.
- (5) A **review** to allow the customer to give CMS feedback on how its solutions are working.
- (6) And **maintenance** to keep equipment running smoothly.

“We want to own and solve problems for our clients, which flows back to our core value of responsiveness with consistent follow-through,” Johnson says. “This means they have one source to assist them with all their questions and issues for the lifetime of our relationship with them.” ■

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