

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 25, 2004

Relationships

Recently, the PIASC Sales Club gave its Life Achievement Award to Ewel Grossberg (George Rice and Sons - retired) and had the opportunity of hearing how he built the company from \$3 million to \$130 million in twenty years. He said that he had always understood that selling printing was a matter of relationships—that clients who wanted to give you orders would do so regardless of corporate buying systems and outside consultants. He felt that these relationships were built on complete honesty with the clients, never lying about capabilities or limitations, never promising what couldn't or wouldn't be delivered. While the company was important, understanding and meeting the client's needs was key to building the relationships that made them the first choice. He also explained that he always wanted his company to be a place where successful sales reps could make a lot of money observing that he never cut a commission or took an account away from a rep. Ewel said that he had learned early on that if the reps made a lot of money, so would the company. During the presentation, Chris Madison (Colorgraphics) shared a story about Ewel's relationships that arose when Colorgraphics got a \$250,000 catalog from one of Ewel's clients. There were problems with the job and the client was refusing to pay for it. Chris called up Ewel and asked him to help. After Ewel asked him why he should be crazy enough to do that, Ewel hung up on him. Two days later, the client called Chris demanding to know why he had complained to Ewel about him—the check for payment in full followed at the end of the week.

Sales Presentation

One of the worst ideas we've heard of is equipping sales reps with PowerPoint presentations about the glories of your plant, your equipment and your people. Fundamentally, effective selling is selling solutions. Something that cannot be done unless we know what the problem or challenge is. This is done by asking questions and then listening carefully to the answers. There may be a role for a PowerPoint, but it's in showcasing the answer to the client's specific needs. Even then, it should be as brief as possible leaving most of the time for client questions.



Congratulations to Impress Communications! They received the Platinum, Best of Show Award in the 2004 GAMA Self-Promotion and Marketing Competition. Representing the Impress Communications team (l. to r.) Nicolas Liakas (CEO) and Paul Marino.

Tell Them

Paper is going up and it's the major component of printing cost so it's sure to have an impact on print prices. While every price increase reduces the size of the market, the good news is that this one applies to everyone so you have a decent chance of passing it along. If you're going to do this (and you should), your sales reps should have specific facts about these cost increases to share with the clients.

Consider The Buyer

Some buyers like to negotiate so you start with a price that has some wiggle room in it. Others hate negotiation and want your best price first. The smart seller knows the difference and reacts accordingly. A recent book "Women Don't Ask: Negotiation and the Gender Divide" (by Linda Babcock and Sara Loschever) suggests that women are more likely than men to avoid negotiation. They comment that when they asked men to pick a metaphor for negotiating, men picked "winning a ball game" while women picked "going to the dentist."

Ask Them

Do your clients know your capabilities? Why don't you ask them what you do if you're surprised by the result, the action step is obvious. Just as important is: do you know what their needs really are? If you don't, you're going to be wasting their time and yours.

Thought for the Week

If anyone has any spare time, please send it to me!

Dear Brad...

How does moisture content in paper affect the strength of the paper? Brad Evans of the GATF+PIA Technical Hotline (412) 741-6860 Ext. 604 said:

When moisture content increases the tensile strength decreases, and the stretch of the paper increases.

A Solution

Some weeks ago, Update told the story of a prospective client who wanted the printer to prepare five different designs for a brochure saying that if they liked one of them they'd buy the printing. Of course, the concern was that they would just steal the idea and then buy the work from a cheaper source. A reader suggested that it was their practice to stamp all speculative layouts of this kind with a claim of copyright by the printer. They found that this discouraged the clients from doing the "wrong" thing.

In Rehab

We recently talked to an employer who was faced with a good employee who went AWOL for a week and then was told that they were in alcohol rehab. Understandably, the employer was distressed at the lack of communication and was considering termination. Since the business was small enough to be under the family leave radar, it was probably permissible to terminate the employee and move on. However, the reality was that they were a valuable team member until the event and the possibility existed (hopefully) that they could return productively. In light of this, a decision was reached to talk

with the employee and their care giver to determine the prognosis and to try to get the person back to work when it was practical to do. They realized that good employees don't grow on trees and there had been no problem up to the time of the entry into rehab, which itself was a sign that the employee was regaining control of their life.

GCIU+IBT

The planned merger of the Graphic Communications International Union (GCIU) into the International Brotherhood of Teamsters (IBT) is going to a membership vote November 1st but is running into organized opposition within the GCIU. Opponents have a web site, www.saveGCIU.com which makes interesting reading.

Paper Getting Tight

A combination of reduced mill capacity, economic recovery, Chinese demand and the explosion in volume for computer printer paper is working to make delivery times longer and price increases that stick. These things are cyclical as enhanced profits bring mills on line and get new machines in service, but in the mean time you and your clients ought to be prepared.

For Sale

Warehouse/office for rent in the Southbay, perfect for a small litho or flexo printer, 3,200 sq.ft. total, plus, loading dock and additional truck storage space. Call Doug at (310) 325-3099.

Komori Sprint II, 228P (2 color), Komorimatic dampening system, Komori quick action plate clamps w/registration system, Perfector, Royse refrigerated recirculation system, air compressor, elevation package, automatic sheet de curler, Oxydry powder spray system, Perry infra-red drying system, tools, drip pans, blanket bars, roller cores, 20 mil. imp. Call Nanci at (714) 641-7343.

PIASC's Pick of the Week



Printing Estimating: Costing Methods for Digital & Traditional Graphic Imaging, Fourth Edition

by Philip K. Ruggles

Examines the scope and function for printing estimating and shows how to estimate, cost, and price today's printing technology for both digital and traditional graphic methods.

PIASC Members \$65.00 ea*.

Non-Members \$80.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, call Tom Stodola, at Ext. 221.

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Printing Industries Association of Southern California

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