



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 9, 2017

Where Is Your Next Sales Rep?

Since it's unlikely that you can hire a rep with a million in sales at their command (if you do, it's very likely that they're a con artist). So the reality is that the new hire is going to be a beginner. The key attribute to look for is not a skill set (they don't have to be printing experts), but an attitude (they want to win and win big and are driven to get there). How do you know that a candidate is the right choice—you really don't, so you have to move on and try again. The person you want is one who wants to make really good money and is willing to work to make it happen. A good filter is to offer a strong commission plan with a small draw. If the candidate thinks the draw is more important than the commission, they're the wrong choice. A useful plan to find candidates that might work is to look among persons who are selling for firms in the industries that you have the best results with. They're living in the sales space already and they're familiar with the marketing approaches of their current employer. This can give them a real leg up when they sell value to the prospects, not just a lower quote.

The Automated Attendant

Buying the software for an automated attendant telephone system seems like a sensible way to save some front office payroll dollars. That's true, but what's the impression it may give to your clients or a prospect? Are they greeted with a menu of options (press 1 for sales, etc.), told to look up the person they wish to speak to by entering their name using the telephone keypad? If they hit zero to try to escape, what if they get the receptionist's voice mail? Try calling yourself a few times to get a feel for the experience—would you be happy if you were a prospect, a good client? There is simply no replacement for an intelligent, knowledgeable human being answering the phone preferably on the first or second ring. If it is not practical to assign a receptionist, the system should be programmed to distribute the calls around the front office staff so that your clients know that they come first in your firm.

Your CalOSHA Log

February 1st is fast approaching and it is the deadline for posting the OSHA 300A summary. Covered employers with more than 10 employees must track workplace injuries and illnesses and post them in a conspicuous place

2017 Surplus Drive is almost here!

Don't forget to deliver your surplus paper and office supplies to Lithographix, Inc. on January 19th and 20th! For the last 29 years, industry members have contributed to the welfare of the scarce graphic arts programs to train our future workforce... won't you help this year too?

See page 2 for details!



annually from February 1st to April 30th. The log can be found on the Department of Industrial Relations site at www.dir.ca.gov. For HR related questions, please contact Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

Getting That Loan

We all know that bankers are not the most friendly folks when you want a loan. The problem is that they have this quaint notion that the loan should be repaid. They do after all, want to make the loan, as interest on loans pays their bills just as selling printing pays yours. Your mission is to make them feel good about your loan. Thus, you need a plan showing the cash flow that will be generated by the new press, or the new clients that you can serve with an expansion of your working capital. The more detail that's in the plan, the more powerful it is. Of course, there may be poetic license in the plan, but you should be careful that while snowing your banker, you're snowing yourself. If at all possible, you should stay away from personal guarantees even if it makes the loan more expensive as, after all, the interest is tax deductible. Finally, do not try to get a loan to replace the working capital that has been chewed up by continuing net operating losses. Not only will you be refused, but you will frighten them into calling any other loans that you might have.

Thought for the Week

Tell a person they are brave and you help them become so.

Upcoming National Events Calendar 2017

3/12-3/15	2017 President's Conference	Hilton Long Beach, Long Beach, CA			
3/20-3/22	TAGA Annual Technical Conference	Houston Marriott West Loop, Houston, TX	John Bodnar	412-259-1706	jbodnar@printing.org
4/2-4/5	Continuous Improvement Conference	Omni William Penn, Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC January-February Activities

Jan. 10

Register at right

Event Number-
BWB

7:30 a.m.

Cost: \$5

Location:
see locations at right

BREAKFAST WITH BOB AND LESLIE TOO!

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

"ALL WE NEED IS MORE SALES"

If there is a universal truth in our industry, this is it. If we just get more sales, everything else will fall into place. But, how do we do it? How do we find new clients? How do we identify and meet the needs of our existing base?

In January, we will be joined by Leslie Groene to search for the answers. Leslie not just talks the talk she has walked the walk. She has capped a successful career in print sales with coaching many sales reps and their firms to sales success. Join us at this series of breakfast meeting to learn how you can grow your firm!

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- Jan. 10th** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- Jan. 11th** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- Jan. 12th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- Jan. 17th** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- Jan. 18th** – *Lenny's Deli • 2379 Westwood Blvd. • Los Angeles 90064*
- Jan. 19th** – *West Bistro • 3900 Atlantic Ave. • Long Beach 90807*



Jan. 19

Check here to REGISTER

Event Number
SCW

11:00 a.m.

Cost:
FREE/ member
\$45/ non-member

Location:
on your computer

SALES COMPENSATION WEBINAR

Pros and Cons of Different Options with Joe Polanco

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

A company's success is based on developing an effective sales strategy. One of the key components is a well-designed sales compensation package providing the right mix of incentives and company profitability. In this VMA webinar, we'll analyze the most commonly used (and some rare) compensation methods used in the industry.

Along with discussing recent trends in compensation plans, we'll explore the weaknesses and strengths of the various commission plans: salary and composite plans (bonus/commission), as well as "profit" plans.

For more or to register online visit: www.piasc.org/sales-compensation-webinar

Jan. 19 thru 20

Check here to REGISTER for this event

Event Number
SD30

9:00-2:00 p.m.

Cost: **FREE**

Location:
Lithographix, Inc.
12250 S Crenshaw Blvd.
Hawthorne, CA 90250
(323) 770-1000

30TH ANNUAL SURPLUS DRIVE

at Lithographix, Inc.

Contact: **Ara Izquierdo, Ext. 216, ara@piasc.org**

PIASC/RAISE Foundation will hold its thirtieth annual Surplus Drive to benefit graphic communications programs. Since its inception in 1987, this program supplements the extremely limited budgets of graphic arts teachers. The material donated by PIASC members and distributed to teachers, has become the life-blood of our local graphic arts programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce! We will be at a new location this year, Lithographix, Inc.

Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Other Industry Events	1/14	Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	1/19 – 1/20	Facilitation: BY DESIGN	The Perry Family Event Center, San Francisco		Losangeles.aiga.org
	1/27	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645

<p>Jan. 24 <i>and</i> 25</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> PBPM</p> <hr/> <p>9:00-2:00 p.m.</p> <p><small>Cost: \$99/ members \$199/non-members</small></p> <hr/> <p>Location: <small>Southwest Offset Printing 13555 S St Andrews Pl Gardena, CA 90246</small></p>	<p>POSTAL BOOTCAMP <i>For Printers and Mailers</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Learn how to avoid disasters in your mailpiece preparation and take advantages of the efficiencies in designing mail for today's postal system.</p> <p>Featuring National Speaker and Business Leader GEORGE HEINRICH, PPhD, CQMPS, CMQCS, CMDP, The Postal Professor.</p> <p><i>Check the box(es) below to register for a morning or afternoon session on either day:</i></p> <p><input type="checkbox"/> Jan. 24th – 8:00 am—12:00 pm <input type="checkbox"/> Jan. 25th – 8:00 am—12:00 pm</p> <p><input type="checkbox"/> Jan. 24th – 1:00 pm—4:00pm <input type="checkbox"/> Jan. 25th – 1:00 pm—4:00pm</p>
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<p>Jan. 25</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> FPNW</p> <hr/> <p>8:00 a.m.</p> <p><small>Cost: FREE to members \$25/ non-member</small></p> <hr/> <p>Location: <small>Fullerton College 321 E. Chapman Ave. Fullerton, CA 92832</small></p>	<p>FLEXIBLE PACKAGING FOR NARROW WEB Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>The Narrow Web Industry which, has been historically limited to Tag and Label is now moving into flexible packaging. Join us for a half day seminar with industry experts to learn about opportunities and challenges while entering this growing market segment.</p> <p>Learn about: Narrow Web Press Configurations for Packaging, Different Substrates for Flexible Packaging, Coatings and Adhesives, Proper Ink Systems Selections & Proposition 65 Updates from industry's leading speakers.</p>
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<p>Jan. 26</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LLU</p> <hr/> <p>10:30 a.m.</p> <p><small>Cost: FREE/ member \$99/ non-member</small></p> <hr/> <p>Location: <small>on your computer</small></p>	<p>LABOR LAW UPDATE WEBINAR <i>Speaker: Kristine Kwong, Partner, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>This very informative 90-minute webinar will highlight how recent California regulatory changes may affect your workplace and how to best apply them. Keeping on top of new California employment laws is essential to your HR compliance.</p> <p>What you'll learn:</p> <ul style="list-style-type: none"> • New statutes applicable to employers for 2017 • New case law on harassment, discrimination • New case law regarding employee leaves of absence • Best practices in preventing litigation
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<p>Feb. 9</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> CAC14</p> <hr/> <p>5:30 p.m.</p> <p><small>Cost: \$25 non-members: \$40</small></p> <hr/> <p>Location: <small>See locations at right</small></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p><i>Check the box(es) below to register for these events:</i></p> <p><input type="checkbox"/> Feb. 9th – Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</p> <p><input type="checkbox"/> Feb. 16th – Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</p>
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To Be A Sales Leader (cont.)

Sales guru, Leslie Groene, says that data shows leaders almost always have:

4. Curiosity. Curiosity can be described as a person's hunger for knowledge and information.

Eighty-two percent of top salespeople scored extremely high curiosity levels. Top salespeople are naturally more curious than their lesser performing counterparts.

A high level of inquisitiveness correlates to an active presence during sales calls. An active presence drives the salesperson to ask customers difficult and uncomfortable questions in order to close gaps in information. Top salespeople want to know if they can win the business, and they want to know the truth as soon as possible.

5. Lack of Gregariousness. One of the most surprising differences between top salespeople and those ranking in the bottom one-third of performance is their level of gregariousness. Overall, top performers averaged 30 percent lower gregariousness than below average performers.

Dominance is the ability to gain the willing obedience of customers such that the salesperson's recommendations and advice are followed. The results indicate that overly friendly salespeople are too close to their customers and have difficulty establishing dominance.

3. Lack of Discouragement. Less than 10 percent of top salespeople were classified as having high levels of discouragement and being frequently overwhelmed with sadness. Conversely, 90 percent were categorized as experiencing infrequent or only occasional sadness.

In casual surveys I have conducted throughout the years, I have found that a very high percentage of top performers played

organized sports in high school. There seems to be a correlation between sports and sales success as top performers are able to handle emotional disappointments, bounce back from losses, and mentally prepare themselves for the next opportunity to compete.

Words Matter

The words you use as a manager have a huge impact on your employees, so choose them carefully. In particular, steer clear of these sorts of clichés and trite expressions that may not communicate what you really mean:

- **“Don’t be afraid to take risks.”** The problem is that most people really are afraid of risks, and they look to you for proof they shouldn’t be. Communicating a vision and providing incentives are important, but the real test is what you do when employees encounter setbacks or simply fail. Do you let them take the fall—or support them in learning from what went wrong?
- **“My door is always open.”** What exactly does this mean? That you will listen—but only when you hear good news? Only when you hear ideas you agree with? People communicate most freely when they don’t have to make a perfect presentation, or when they can try out ideas and get an honest response.
- **“It’s not all about the numbers.”** Don’t just say this, prove it. For example, if you say that work/life balance is important, don’t work late every night or come in every weekend, tacitly expecting everyone else to do the same. On the other hand, if things are temporarily rough for your group and the numbers are indeed what count, be honest and help people live up to the challenge.

See our e-Classifieds section on the web at www.piasc.org.



Make it your New Year's Resolution to start saving money! PIASC is here to help you!

As a PIASC member, you are entitled to numerous discount programs that bring you substantial savings. Using just one or two of these discounts may cover—even exceed—your cost of membership.

Start Saving today!
Question? Contact Maribel Campos at (323) 728-9500, Ext. 210.

www.piasc.org

Discount tags shown: 40% OFF, 18% SAVINGS, SAVE 20%, SAVE 5%, SAVE 70%, 17% OFF for members, 20% DISCOUNT, 10% OFF, 34% OFF, 50% OFF, EXCLUSIVE SAVINGS, 10% OFF.

Printing Industries Association of Southern California

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or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

Web Site: <http://www.piasc.org>

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