



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 26, 2017

"I Need to Get My Estimate"

If we open an account with a price level below our estimate, how can we ever get back to the pricing level we want? We have to realize that getting the order is job one—zero sales will not pay the bills. We also have to realize that the buyer determines the price based on their perception of the value that the project confers on them and what they believe it would cost them from an acceptable alternative source. Once we get the order, we have a chance to demonstrate the value of our service and quality. More importantly, we get to know them and their business needs. As the relationship progresses, we can move our price point up. We have an important advantage. Our estimating system thinks that every 32 page 4/4 is the same, but they're not the same to the client. Thus project to project price comparisons are not obvious—while we talk about print as being a commodity, print is not like a gallon of gas or a bag of cement. Every print job looks different and serves a different purpose.

Consider An Acquisition

Most firms could handle double their sales without adding equipment if they just had the sales. In many cases, the best way to do this is to acquire another firm. The ideal target is a firm, about one-third your size, with a similar product mix. In a perfect fit, none of their equipment will be needed, so the seller can dispose of it and increase their gain on the transaction. The seller usually will have to agree to continue with the business for a reasonable time as retention of the client relationships is central to success. It is generally reasonable that part of the seller's compensation be tied to retained sales so that both parties have an incentive for success. If you're looking for a possible firm to acquire, waiting for the phone to ring won't work. Since the perfect target is a firm that's similar to yours, but smaller, chances are you know them or know about them. Make a list of all of the possibles that you can think of and then invite them to have breakfast or lunch. It should be an opportunity to get to know each other (like dating) and then to explore possible opportunities. Remember, that in the right deal both sides are winners simply because the seller's overhead goes away instantly making their break-even business profitable. For help on this, call Bob Lindgren at Ext. 214 (email: bob@piasc.org).



Saturday, July 1st from 10 am to 4 pm, celebrate our Country's Birthday at the Printing Museum! See page 2 for details!

How Do You Pay Sales Reps?

Outside sales is a fundamentally different work environment than running a press or sitting at a desk in the office. The inside folks create value by completing the work that's before them correctly and rapidly. Sales reps have to seek out the work. They have to immerse themselves in the "why" of projects not just the "what." They have to learn what the client needs and correctly communicate it to the plant while also suggesting things that would help the client that they haven't thought of asking for. In the middle of all this, they have to be able to hear "no" multiple times a day and continue to smile. If we had a specific plan for selling a particular product to a specified client vertical, we might be able to pay the reps a salary to do what we wanted them to do. Most of the time we don't have a plan other than wanting them to sell as much as possible of what we can produce to people who will pay for it. The sales rep has to have their own plan. That reality is the reason why commission payment is almost universal. Then we have to decide how to base the commission. Is it just on gross volume? Does pricing have a role? Is what they're selling important? Then, what happens if we don't get paid? Or if there's a problem with the work? A properly designed compensation plan should get the sales reps on the same page as their employer. Call Bob Lindgren at Ext. 214 (email: bob@piasc.org) for help with this.

Thought for the Week

Deal with the faults of others as gently as your own... Chinese Proverb

**Upcoming
National
Events
Calendar
2017**

7/14	Webinar: Personal Protective Equipment 11:00AM, Members \$25	Matthew Crownover 412-259-1792	mcrownover@printing.org
7/16-7/19	Affiliate Managers Summer Conf. Vintners Inn, Santa Rosa, CA	Tad Parker 508-804-4114	tparker04@pine.org
9/10-9/14	Print 17 McCormick Place, Chicago, IL	Chris Price 703-264-7200	cprice@printing.org
2018			
1/13-1/16	Color Conference San Diego, CA	Julie Shaffer 412-259-1730	jshaffer@printing.org

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

PIASC July-September Activities
**July
1**

Get your tickets at:
www.printmuseum.org

**Event Number
IPMIDC**
10 a.m.-4 p.m.

Cost:
\$15 / person
group rate of \$50
(up to 4 people)

Museum Members
\$12 per person
group rate of \$40
(up to 4 people)

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION

Contact: **Mark Barbour, 310-515-7166** mail@printingmuseum.org

Celebrate our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka *The Confounding Brothers*. Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of *The Declaration of Independence* and how our nation came to be.

The day's festivities include special working tours of the Printing Museum collections, including the opportunity to print your own *Declaration* on Franklin's Colonial press. Take home lots of patriotic souvenirs printed on our authentic tabletop presses. Your admission includes a lunch of Freedom Dogs, American Apple Pie, and Colonial Punch in Madame Brillion's French Garden de Liberte, all while being serenaded by our 18th Century musicians The Colonial Roses. Activities for the whole family are throughout the day in the Museum galleries.

Plan to show up at least an hour before showtime and to stay for 2-3 hours watching the show and doing activities. The show is suitable for all ages 10 and up.

**July
15**

Get your tickets at:
www.printmuseum.org

**Event Number
IPMBADP**
9 a.m.-3 p.m.

Cost:
\$35 / person

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

INTERNATIONAL PRINTING MUSEUM BOOK ARTS PATCH DAY FOR GIRLS

Contact: **Mark Barbour, 310-515-7166** mail@printingmuseum.org

The Book Arts Patch Day for Girls is designed for all girls age 10-18 to learn about and practice the book arts through hands-on experience. The BOOK ARTS PATCH DAY will help fulfill the requirements for the Girl Scouts Cadette Book Artist Patch. However, the Book Arts Patch Day is open for all girls, whether they are a Girl Scout, American Heritage Girl, sister of a Girl Scout, or just interested in a great experience.

The Book Arts Patch Day goes from 9 am to 3 pm, as teams of girls rotate between 6 stations covering every aspect of the book arts including: letterpress printing, papermaking, bookbinding, and illustration design. Each participant will make their own sheets of paper, make a variety of books using various methods, screenprint their own book covers and t-shirts, and much more. The day is filled with lots of hands-on activities and detailed presentations given by industry experts and educators.

The fee for the Book Arts Patch Day is \$35 per participant and covers all the activities and a special Book Arts Patch denoting participation in the program. A truly unique and not-to-miss event for girls in Southern California! Parents of Book Arts Patch Day participants can experience the day too! See www.printmuseum.org for more info!

**Aug.
10**

Register at right

**Event Number
CAC16**
5:30 p.m.

Cost: **\$25**
non-members: \$40

Location:
See locations at right

COCKTAILS AND CONVERSATIONS

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

Connect with other local colleagues, meet some new friends and network, network, network.

Check the box(es) below to register for these events:

- ☐ **Aug. 10th** – *The Catch, 2100 E Katella Ave, Anaheim, CA 92806*
☐ **Aug. 24th** – *El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101*

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	6/29	Setting up Camp	West Entertainment, Irvine, CA	publicity@westent.com	(949) 577-9772
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

Sept. 5 <small>Register at right</small>	Event Number- CWC	COFFEE WITH CHERYL Contact: Emily Holguin, Ext. 262, emily@piasc.org How Else Can We Help You? Are you making sure we save you money? Do you have questions on employment policies? Do you need a killer APR on a loan? Are you making sure you get paid right away? Join us for a meet and greet with Cheryl Chong, HR Director for PIASC. Not only will she answer any questions you may have on employment policies, she'll be able to let you know about all our other benefits and services to make sure you get all the bang for your membership bucks! This newly re-branded morning roundtable will take place every other month being with September at a location near you. Enjoy breakfast, great discussions and get answers to your questions in person. <i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i> <input type="checkbox"/> Sept. 5th – <i>Mimis Café, 10909 Foothill Blvd., Rancho Cucamonga 91730</i> <input type="checkbox"/> Sept. 6th – <i>Denny's Café, 5142 Triggs St, Commerce, CA 90022</i> <input type="checkbox"/> Sept. 7th – <i>Brent's Deli, 19565 Parthenia Street, Northridge 91324</i> <input type="checkbox"/> Sept. 12th – <i>Mimi's Cafe, 17231 E. 17th St., Tustin 92780</i> <input type="checkbox"/> Sept. 13th – <i>West Bistro, 3900 Atlantic Ave., Long Beach 90807</i>
	7:30 a.m. Cost: \$5 Location: <small>see locations at right</small>	
Sept. 10 thru 14 <small>Details and registration at: www.print17.com</small>	Event Number PRINT17	PRINT17 FREE EXHIBIT FLOOR PASS (MEMBERS ONLY)! Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org The largest gathering of print and graphic communications buyers, decision makers and suppliers in North America will return to McCormick Place in Chicago this September. Whether you're looking for cutting-edge technologies, want to explore the latest products and services on the market or need the knowledge to overcome your business challenges, you'll get it at PRINT 17. We have created an all new Learning Experience - more than 50 education sessions that will shed light on topics ranging from design/creative process, packaging, marketing, growth strategies and emerging technologies. They will be presented through a variety of sessions, panels, BIZ Talks, the Learning Experience Theater presentations, and the new "Distinguished Leader Speakers" sessions. The event will feature knowledgeable presenters on compelling topics, beginning with our trends and technology pre-show conference, OUTLOOK 17. As always, PRINT 17 promises to shed light on the topics and solutions you need to grow YOUR business.
	Cost: FREE Contact PIASC to get promo code Location: McCormick Place Chicago, IL	

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.

How Are You Treated?

It's easy to become frustrated with the lack of customer service from organizations that we deal with on a daily basis—including our customers. When you feel overwhelmed, take a deep breath and strive to place yourself in your customer's shoes. Kindness is a two-way street. What is expected of others is expected of ourselves; what we want, we must also be willing to give in return. This also applies to "internal customers," meaning our employees, and also among employees, regardless of position. We should try to be leaders who inspire others to follow us. We should take steps to be service oriented and to treat others how we want to be treated.

Summer Selling Success-I

Sales and marketing guru, Leslie Groene says...

Learn the Customer:

Every time you're with a customer, make it a point to learn something personal and professional about them. Don't allow your time together to be so focused on the immediate business opportunity that you miss out on additional, long-term information. It's the long-term information you gain that will help you retain the customer, and the longer you have a customer, the more likely they are to refer others to you. When you're gathering information about the person, look for items that are of common interest to you both. These are the items that will help you propel the business relationship to the next level.

A Perception is Worth a Thousand Words:

A couple of weeks ago, I went to a high end store to purchase a product and arrived a few minutes before it opened. The store signage indicated that it opened at 11:00 a.m. and as we waited out front, I noticed that there was a company meeting being conducted inside. Well, as we waited outside with a couple more customers, they continued the meeting for another 5 minutes past the posted opening time at which point we left to purchase our item from a competitor. This has also happened to me at a large national bank where I waited at the door past their posted opening time while they conducted an internal meeting. In both instances, the employees inside could readily see that there were customers waiting outside.

I think you get my point. As sales/business professionals:

- Are you "open" when your customers need you and want to buy something from you?
- Are you more focused on the process than the customers' needs?
- Is your company more internally focused than externally focused?

For Sale

Impreial 30.5" hydraulic cutter with Micro Cut Jr. 3 phase in good working order with 1 extra knife. Nygren Dahly three hole hydraulic drill. 3phase in good working order, extra drill bits included. New Era Whirlwind 185 Tag stringer W/ elastic kit. Completely refurbished by Wilson Reconditioning & design. Runs like new, low hours on machine. \$39,500.00 OBO. Call Pat at (818) 559-8771.

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

Good June 1st. - September 29th.
Sign up today!



First 10 enrollments will receive special discounts and gifts!

HOT SUMMER SAVINGS

Featuring:








Visit www.piasc.org/SummerSavings for details on the Member Only deals and special gifts available!

Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



Address:
5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936

Telephone Number: (323) 728-9500

Web Site: www.piasc.org

Print Access:
www.printaccess.com

Choose Print:
www.chooseprint.org

Fax numbers:

Association	(323) 724-2327
Insurance Agency	(323) 500-0614
Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



