



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 28, 2017

Half The Story

The “What They Think” blog published an article promoting value pricing—the idea of setting prices based on the value that the printed piece created for the client, not on the labor hours, with a view to getting more money. The insight that prices come from the market (value to client and competitive prices) not the estimating system is really central to a better future for your firm. However, the power of getting a better price when it's available is only half the story. The other half lies in the orders you didn't get. Most firms have a hit ratio in the 30% to 40% range which means that more than half of the time we call on a client, discuss the project, get the specs, make an estimate, deliver the quote and then—come up dry. What that means is that more than half of the time, our price is wrong for the situation. We're asking more than the project is worth to the client or the client finds that an acceptable source will do it for less. Think for a moment about the power of doing a better job of thinking about the externals (value/competition) and using this knowledge to move up the hit ratio by 10 or 20 points. For most firms, this would produce an increase in sales of 10% to 20%. What would you guess would happen to the bottom line at the end of the month if sales went up this much?

Ok, But Wouldn't We Lose Money?

We're used to estimates that include overhead and mark-ups. Inside these estimates are some things that we'll actually spend to produce the job—materials, buy-outs, factory wages, and commissions. Typically, these amount to about 60% of the estimate leaving 40% to pay for the overhead. A project estimates at \$1,000 and we'll spend \$600 to produce it, bring us \$400 closer to making money this month. If we sell it for \$900, we'll be \$300 closer to making money. It's this sort of move that can enable us to move the hit ratio from 30% to 40%. The additional contribution dollars will make the bottom line a lot nicer at month end.

Just Write It

It will help you write faster. If your first draft doesn't have to be perfect, you can write in about half the time; you won't have to edit while you write. Many writers torture themselves, trying to squeeze out the perfect word



The offices of the Association, Benefit Trust, Insurance Agency and the Credit Union will be closed on Monday, September 4th. However, as always, all of the resources of www.piasc.org will be at your service 24/7. Have a great weekend!

or craft the best possible syntax in each sentence. Instead, leave that work for later, when you're editing.

It will make you feel better about yourself. We all make mistakes. We all, inevitably, write crappy first drafts. Feeling contented and confident—which is what you'll be when you write faster—is essential to progress. **We don't feel happy because we accomplish things.** We accomplish things when we feel happy. Do whatever it takes to feel good; then write. A crappy first draft is an excellent starting point.

It will create momentum. If you focus on producing a perfect first draft, you'll lose the momentum of words piling up, like cordwood or snow. If you start writing lots of words, you'll get even more words, faster. (This seems counterintuitive, but it works.) Once you have a pile of words, you can edit them. Until you have that pile, you have only blank space, and who can edit that?

It will free up more time to edit. The best writers don't have superior thoughts or extraordinary talent. They have a greater commitment to rewriting. Most people don't rewrite nearly enough, in part because they don't have enough time. If you can cut your writing time in half and reallocate it to editing, you'll be making a good start.

Thought for the Week

In bad things be slow; in good things be fast.

**Upcoming
National
Events
Calendar
2017**

9/10	Premier Print Awards	Chicago Marriott Downtown, Chicago, IL	Mike Packard	412-259-1704	mpackard@printing.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org
10/11-10/12	OSHA Compliance for Printing 2018	PIA Headquarters, Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
1/13-1/16	Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org
2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org
3/4-3/6	Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org

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

PIASC August-October Activities
**Sept.
6**
Register at right

Event Number-
CWC
7:30 a.m.
Cost: \$5

Location:
see locations at right

COFFEE WITH CHERYL - ALL NEW LOCATIONS!

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

How Else Can We Help You?

Are you making sure PIASC saves you money? Do you have questions on employment policies? Do you need a great 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.

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

- ☐ **Sept. 6th** – Tropicana Bakery & Cuban Café, 10218 Paramount Blvd, Downey, CA 90241
- ☐ **Sept. 7th** – Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506
- ☐ **Sept. 12th** – La Petite Sourie - French Cafe, 2801 W. MacArthur Blvd. Suite A, Santa Ana, CA 92704
- ☐ **Sept. 13th** – The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803
- ☐ **Sept. 19th** – The Avocado House, 11618 Central Ave, Chino, CA 91710

**Sept.
10
thru
14**
Details and
registration at:
www.print17.com

Event Number
PRINT17

Cost: **FREE**
Contact
**PIASC to get
promo code**
Location:
McCormick Place
Chicago, IL

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. As always, PRINT 17 promises to shed light on the topics and solutions you need to grow YOUR business.

**Sept.
22**
☐
Check here to
REGISTER

Event Number
CSSP
11:00 a.m.
Cost:
\$25 / member
\$50 / non-member

Location:
on your computer

BEST TIPS FOR CUSTOMER SERVICE REPS

Speaker: Leslie Groene, Groene Consulting

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

Don't be just Customer Service Reps, also be a Sales Person! Customer service is important to your business because it is often the only contact a customer has with you. When they have a question or product issue, they expect your customer service department to resolve their issues. AND LETS NOT FORGET, while your customers are on the phone, it is your customer service duty to up sell, but knowing the right time to do this is key.

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	9/17	AIGAOC: Design at Scale	FLDWRK, Costa Mesa	Orangecounty.aiga.org	
	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
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

Sept. 27 <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number LWL 11:30 a.m. Cost: \$35 / member \$60/ non-member	LUNCH WITH LESLIE: PROSPECTING REIMAGINED <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org What does it take to engage with a new prospect? How to upsell a current client? We will discuss strategies to be effective with building new relationships and deepening existing relationships. We will explore how social media and using your networking can fast track prospecting! Key Takeaways: <ul style="list-style-type: none"> • Do you have the right targets? • Should You: leave a voice mail message? Send a letter? Email the prospect? • Go-to marketing strategies and tools • Yes, there will be objections in this challenging market—what to do and say!
	Event Number OSHA 8 a.m. Cost: \$395/ members \$550/non-members	2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP Contact: Gary Jones, (412) 259-1794, gjones@printing.org OSHA regulations seem difficult to understand and daunting to execute. Let Printing Industries of America's EHS Team take the confusion out of compliance. Join us for our OSHA Compliance for Printing Workshop: a hands-on comprehensive OSHA compliance program. During the workshop, participants will gain an understanding of key OSHA regulations, compliance strategies, elements of required written programs, and how to respond to an OSHA inspection. Participants will receive an OSHA compliance information package complete with written program templates, PIA's OSHA Primer, and other valuable resources.
	Event Number IPMLAPF 10 a.m.-5 p.m. Cost: \$10 / adults \$5 / kids under 12	INTERNATIONAL PRINTING MUSEUM PRESENTS <i>The 2017 Los Angeles Printers Fair!</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org This year's Printers Fair will feature a special exhibit, <i>Printing on the Silver Screen</i> , featuring printing presses and artifacts that the Printing Museum has rented to Hollywood over the last 75 years. These presses have been featured in many movies and Westerns, including <i>The Man Who Shot Liberty Valance</i> (1962), <i>Have Gun Will Travel</i> (1957), even John Boy's Press on <i>The Waltons</i> (1971). More modern rentals include TV's <i>Gilmore Girls</i> (2004), <i>NCIS</i> (2010), <i>Seven Pounds</i> (2008), and the critically acclaimed film <i>Inception</i> (2010). Guests will have a chance to print a special "Newsies Banner" keepsake on the actual press rented for the cult hit <i>Newsies</i> (1992). The Fair is suitable for all ages. General admission is \$10 for adults and \$5 for kids under 12 years of age. Students, educators, enthusiasts, collectors, typophiles, bibliophiles, graphic designers, artists, and professionals will enjoy the varied demonstrations and array of vendors. Children are welcome but need to be accompanied by an adult at all times. The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: http://bit.ly/2017PrintersFair .

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- 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.

Getting The Order - I

Sales and marketing guru, Leslie Groene says:

“Google” a Customer/Prospect: Looking for a reason to contact a customer or a prospect? Search their name on Google to see if there are any listings for them. You’ll be astonished at what you can find concerning your customers/prospects or others with their same name. Regardless of the outcome, the search should give you some interesting antidotes you can use on the next contact. When that contact is made, the customer/prospect will be amazed you took the time to do the search, and if you do find something in reference to them, you’ll have the perfect subject to talk about.

Agree on Something: Never end a sales call without having agreed with your customer on something, even if it’s not the close of a sale. The objective of coming to an agreement, no matter how small it might be, is to demonstrate to the customer that you’re able to move the sale forward. If possible, gain agreement on one particular aspect of the sale and use this as a building block for the next time you meet. However, if you can’t see eye to eye on a particular aspect, you may at least be able to concur on the items you intend to follow up on or a time to get together again. The important thing is that you agree on something and use whatever it is as a “next step” toward a future sales call.

Get The Copy Right

Clients who are careless about the copy create problems for printers who have to use it. Stakeholders should read the edited version before layout and submit requests for revisions during the editing stage. If anyone other than the editorial staff must see the proof, remind him or her that only minor changes should be made at this point.

1. **Use a checklist.** Check for problem areas like agreement of nouns and verbs.
2. **Fact-check.** Double-check facts, figures, and proper names.
3. **Spell-check.** Before proofreading a printout, spell-check the electronic version to find misspelling.
4. **Read aloud.** Reading text during the proof stage improves your chances of noticing errors.
5. **Focus on one line at a time.** When proofing print documents, use another piece of paper or a ruler to cover the text following the line you are proofreading.
6. **Attend to format.** Proofreading isn't just about reviewing the text. Make sure that the document design adheres to established specifications.
7. **Proof again.** Once revisions have been made, proofread the document again with the same thoroughness, rather than simply spot-checking the changes. An insertion or deletion may have thrown off the line count, for example.

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.



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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



