



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 4, 2017

Sales Tax Questions

How does the California Sales Tax apply? What are "Printed Sales Messages?" What about electronic files? What rate should we use? What happens if we ship out of state? When is it a "sale for resale?" These are just a sampling of the questions that come up every day regarding sales tax that we charge to clients and remit to the Board of Equalization. If you make a mistake, it could cost you big bucks when the auditor comes. Get your questions answered by calling us at (323) 728-9500 (email: bob@piasc.org).

Email Signature

If you send an email to someone, it's really useful for them to know your exact name, company, address and telephone contact (including extension if you have an automated attendant) so they can reply to you if needed. The signature feature in Outlook will do this for you—go to options, mail, signature.

Think 24/5

Many firms in our industry have been used to operating a single shift with overtime as needed. Many of those firms have found that it's increasingly difficult to make a reasonable profit or even break even. The simple reality is that there is not enough work available at price levels to make a single shift plant sustainable. The solution is to bring in enough sales to fill the plant to at least two shifts plus overtime. This can be done by getting those orders that you're now missing. Think about the quotes that you didn't get and focus on those to prospects with a decent amount of work. Then make a small adjustment in the pricing levels to get more of those orders. At the same time, you have to be geared up to manage a multi-shift plant. Making this your focus for 2018 is almost guaranteed to produce a nice bump in your bottom line. Always bear in mind that month end profit comes from overhead contribution dollars not cost sheet margins percentages. Moving into a multi-shift operation will also give a leg up in serving all those folks who want it yesterday.

Getting The Order - II

Sales and marketing guru, Leslie Groene says:

Reduce Your Selling Time: In each day, make time to not do any type of selling.

Rather, use that time to reflect upon recent sales contacts



**Meet new people and old friends!
Share problems and solutions!
Try out the new locations!**

Starts September 6th! See page 2 for details.

and identify at least one thing you did well in each. Think of the questions you asked, the body language you used, and the information you shared. After you've pinpointed the best of the best, take the time to plan how you can do that same activity in every other sales call you have.

Don't Present All Your Information: Never plan to present all of your information on a sales call. If you do, you'll have nothing left to show the customer should you reach the end of your presentation without a sale. The keys to a successful sales call are to know your information so well and to be so prepared that you do not need to present everything to gain the sale. "The best sales presentation is the one never given."—The Sales Hunter

Add-On Sales: Every time you make a sales presentation, always be thinking about what the add-on sales may be. If you wait to think about this until after you close (as is commonly done), you tend to be too rushed and forget the whole add-on process. Thinking about these sales during the presentation will enable you to be ready when the time comes to ask for them. In addition, many times, the suggestive sell of the add-ons can help close the sale of the first item. By using this technique, you increase the potential for the total sale, and decrease the amount of time you would use if you were to sell each item independently.

Thought for the Week

Never allow someone to be your priority while allowing yourself to be their option... Mark Twain

**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 September-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  <small>Check here to REGISTER</small>	Event Number LWL 11:30 a.m. Cost: \$35 / member \$60/ non-member	LUNCH WITH LESLIE: PROSPECTING RE-IMAGINED <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 .

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.

**Cal/OSHA
Calling**

When a firm's Workers' Comp experience mod rises significantly, it triggers the attention of the Cal/OSHA folks. If your experience mod is up, you should take action to get your house in order before the inspector arrives. PIASC's longtime partner, SafetyNet, is a great resource to help your firm get its safety practices and record keeping in order. This effort will pay dividends in eliminated penalties and will reduce Workers' Comp costs as well. Call SafetyNet at (877) 354-5474 to get started.

**Focus On The
Frontline**

Here are four reasons why adjusting your communications strategy to focus more on frontline workers could benefit your business:

1. **You can't expect employees to align with the vision if they don't know what it is.** What percentage of your colleagues know your company's mission and vision by heart? Of those, how many fully understand what your chief goals are?
2. **Consistent corporate communication builds engagement.** Many companies leave most—if not all—internal communications with frontline employees to their supervisors. That's a mistake. Employees who never hear from top leaders interpret that silence as a lack of respect. Establishing two-way communication with client-side workers will help

you boost engagement and yield valuable customer-centric insights.

3. **Frontline employees have a tremendous impact on the customer experience.** All it takes is one miscommunication or perceived slight to lose a major account. Workers who deal directly with clients (or prospective clients) can shape the perception of your company—perhaps more than anyone else. They deserve extra attention and care in terms of messaging, preparation and strategic direction. Even if you have complete trust in your colleagues' judgment, why not empower them with clear, specific direction? Regularly soliciting their ideas, feedback and questions is a savvy step toward a seamless customer experience.
4. **Visibility from corporate is something they crave.** We all want to be respected, heard and appreciated; frontline workers are no different. Establishing consistent, open lines of communication with them is an easy way to show how much you value their contributions.

For Lease

Attractive offices, conference room and production space, 6,000—8,000 square feet total available in San Fernando Valley. Share space with small sheet-fed commercial printer. Plenty of power. Beautiful building, safe area, ample parking in front, loading in back. Call or text Geoff at (818) 259-9778.

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



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RECYCLABLE. RENEWABLE. SUSTAINABLE.

