

# Focus on Marketing and Branding Instead of Selling

Today, as in the past, there are too many service providers chasing too few jobs. Many still believe that the answer to survival is finding a new salesperson who promises a large book of business or perhaps a better motivated and skilled sales staff that excels at prospecting, time management, and closing. The answer, however, lies elsewhere. Today’s providers can generate greater revenues by focusing more on marketing and less on selling.

Companies need to support their sales staff with effective marketing tools. Branding is at the heart of these activities. Last year, an InfoTrends report (Lisa Cross and Kate Dunn) identified best practices utilized by print providers that had experienced double-digit sales growth in the prior 12 months. “While engaging potential customers in person is essential,” the team writes, “it is also important to support those efforts with printed and digital communications to create a productive sales force.”

**If you want to have a competitive edge, you need to differentiate your brand**

Well-perceived brands have a tremendous advantage over those perceived as



being just average. From the customer’s perspective, promising great product, price, and service is the minimum. It’s average. In contrast, you can grow your sales effectiveness by establishing your brand as a recognized leader. “Your

brand is a promise and your work is delivering on it” – Seth Godin.

**Awareness is vital**

According to a LinkedIn study “The State of Sales 2018” (download here <https://bit.ly/2Pnlicz>), your brand’s

awareness and perception account for more than half of your sales engagements. For 52% of buyers, the top factor for engaging a vendor is whether the salesperson represents a well-known company with a strong professional brand. Stand out. Be top of mind. Be the company that your prospect remembers.

Your brand is what your customers and prospects perceive it to be—not what you claim it to be. Eighty percent of companies believe they deliver a superior customer experience, but only 8% of their customers agree.<sup>1</sup> When you consider that as much as 80% of the buying process is complete before the prospect initiates contact with you, you gain a greater understanding of the role branding plays in sales performance.

When it comes to being remembered, don’t take this for granted. There are lots of brands out there, but in each category, the average person recalls only three to five of them. In order to get in their heads, you have to push another brand out. Once you get there, you need to stay there. This requires repetitive engagement with quality, thought leader-

*Continued on back*

BUSINESS MANAGEMENT

## Developing Sales Talent Requires Coaching!

As a baseball player, Tommy Lasorda was certainly not remarkable. He appeared in only 26 games in his professional career and gave up more than 6 runs per game. As a manager, however, he was one of the best of all time. His Los Angeles Dodger teams took home two World Series titles during his 20-year career as manager, a feat matched by only 23 other managers in the entire history of the game.

Probably the most remarkable thing

about Tommy Lasorda was his ability to develop talent. During his tenure, nine of his players were awarded National League Rookie of the Year honors. The point is that the best managers aren’t always the best players—and the same is true for your sales team. When it comes to managing—and more importantly coaching and developing sales talent—the skills that are required are different than the ones that make a good salesperson.

**Coaching is Required!**

In many printing companies, sales reps often report to the owner. This model can work fine in smaller companies, particularly if the owner has a sales background and is comfortable with managing salespeople. As a company grows in size, however, having a sales manager to lead and guide the sales team makes good business sense. A company’s growth can make it difficult for an owner to manage multiple

tasks, and the sales function is critical to financial success. According to Keypoint Intelligence – InfoTrends’ research study entitled *Best Practices of High-Performance Print Sales Organizations*, firms reporting double-digit sales growth were more likely to have a sales manager.

*Provided by Canon Solutions America*

GOVERNMENT & LEGISLATIVE

## Must You Collect Sales Tax for Out-of-State Sales?

Following the Supreme Court’s decision last June in the South Dakota v. Wayfair case, 31 states have now enacted laws requiring out-of-state sellers to collect and remit their state sales tax.

Luckily, most of these laws are similar to the South Dakota statute, and therefore do not impact every business. For

the most part, remote sellers are not required to collect state sales tax until after they reach one of the following thresholds:

- \$100,000 in revenue from that state in

the current or previous calendar year

- 200 transactions in that state in the current or previous calendar year

**Action item:** If you have a high volume of sales that will be impacted by these laws, consider investing in compliance software and services to track affected sales and prepare required filings and documents.

**Transgender Rights Poster**

As a reminder, since January 1, 2018, California employers with 5 or more employees have been required to display the Department of Fair Employment and Housing (DFEH)’s “Transgender Rights in the Workplace” poster. You can download the poster for free at <http://bit.ly/rights-workplace>.

**However, if you purchased your**

**State and Federal 2019 poster through PIASC, you’re covered** – this is included in the overall poster. If you have not yet ordered your 2019 posters, you can do so at <http://bit.ly/PosterOrder19>.

**On Our Radar**

Recently added to the list of proposed regulations and other issues that we’re following:

- An attempt to phase out paper receipts – AB161 would require all businesses to offer e-receipts starting in 2022, unless a customer asks for paper copies.
- Pharmaceutical buying – Governor Newsom has proposed allowing California government programs, health insurers and private businesses to join forces to negotiate with pharmaceuticals to drive down drug costs.

- Gender X – Under SB 179, which went into effect January 1, 2019, California officially recognizes “non-binary” as a third gender option for California driver’s licenses and other forms of identification. This will be designated as gender “X”.

It is not yet known how this will impact record-keeping and compliance requirements for California employers (such as for the Federal EEO-1 forms required for private employers with 100 or more employees), given the fact that the Federal government only recognizes the Male and Female genders.

HUMAN RESOURCES

## Don’t Get Scammed by Your Temp Agency

If you use the services of temporary agencies, you need to take steps to ensure you don’t fall victim to the recent scam where employees are not paid appropriate wages, thereby leaving printers on the hook for the balance.

**Be sure that your contracts with temp agencies:**

- **Confirm that the agency is paying workers the agreed wage.** Whether this is minimum wage or higher, your contract should also require proof that this is occurring.
- **Clearly state that your company is not a joint employer.** If you use large numbers of temp employees you should also consider including a statement in the contract saying that a representative of the temp agency must be placed in your facility to handle scheduling, discipline, wage and other worker issues.
- **Require proper insurance.** Make sure that the temp agency has the proper insurance coverage to handle



any government inquiries and subsequent actions.

**Let our Employment Department help you**

PIASC offers free printing industry staffing services to our members. Although our main focus is on placing full-time employees, we can assist with temporary positions, too. For information, contact Brett Chase or Sandra Rodriguez at 323.728.9500, Ext. 219 or Ext. 231, [recruiting@piasc.org](mailto:recruiting@piasc.org).

Upcoming Events

**LUNCH & LEARN:  
Ramp Up Your  
Direct Mail**

March 14, 2019

11:00 am – 1:30 pm

Phoenix Club, Anaheim

*Create Involvement, Excitement & Increase Response! Join PCC and PIASC as they cohort.*

Our speaker Doug Shepherd, Regional Manager, Tension Envelope will present detailed information on each of the 6 different 2019 USPS promotions. Learn how you can save up to 2% in postage costs by participating in USPS Promotions and Incentive programs for 2019.

Register online at [socialpcc.org](http://socialpcc.org) or contact Vencent Quaglia at 714.701.2633

**Call for Entries: Print  
Excellence Awards  
Competition**

**February 22, 2019, no later than 4:00 pm, PIASC Offices**

Let your VIBRANT INNOVATIONS shine bright this year! With the advancements in marketing and print technologies over the last several years, there’s no doubt that this competition will bring the best innovation, creativity and quality printing ever seen. Therefore, choose your top-quality printed samples and start submitting it to the 2019 Print Excellence Awards. You’ll have the opportunity to separate your company from others in Southern California, all seeking for the highest honor in print. A Print Excellence Award is not only one of the most powerful promotional tools your business can have, but also bragging rights for your clients, your employees, and your company. Questions? Contact Maribel Campos, 323.728.9500, [maribel@piasc.org](mailto:maribel@piasc.org).





NATIONAL ASSOCIATION NEWS

Printing Industries of America Predicts Another Favorable Year for Print

2019 State of the Industry Report Now Available

Each year Printing Industries of America releases its State of the Industry report, a detailed outlook for business leaders on current industry conditions from an economic, legislative, and regulatory perspective. Prepared by the Printing Industries of America's in-house experts, the report includes an overview from the Center for Print Economics and Management as well as input from Government Affairs and Advocacy. It includes a potential forecast of what to expect over the course of the year to come.

Here is a sneak peak of what you will find in the 2019 State of the Industry Report:

PIA's Center for Print Economics and Management expects the economy to continue growing at a modest pace over the course of 2019, although the risk of recession has increased as we enter the 10th year of the economic recovery. It forecasts that it will be yet another favorable year for print and printers, with total print revenues increasing around 1 to 2 percent and printers' profits holding at their historic levels. Print will continue to evolve as a media and printers will continue to transition with a diverse mix of processes, products, and ancillary services for their customers.

Print will face a wide variety of legislative and regulatory challenges in 2019. "Go paperless" initiatives are gaining momentum despite continued industry efforts to stymie their development. Costs increases related to healthcare coverage, material goods, and other operational expenses remain at the forefront of trade policy and legislative talks on Capitol Hill.

A FREE copy of the report may be obtained at [www.printing.org/stateoft-heindustry](http://www.printing.org/stateoft-heindustry).



FIRST\_NAME, DON'T MISS THIS EVENT!

PIASC WHAT'S NEXT FOR POLITICS AND PRINT



PACIFIC PALMS RESORT  
One Industry Way,  
City of Industry, CA

FEBRUARY 20, 2019  
6:00 – 8:00 PM

\$50 Donation to  
Print Powers America  
Complimentary for 2018 & 2019 Print  
Powers America & PrintPac Contributors

What's on the print's legislative horizon and how will it impact our industry in 2019? Join our special guest PIA Vice President of Government & External Affairs Lisbeth Lyons as she travels from DC to LA to share insight (and a little of the insanity) on all things policy, politics and print. Plus, learn how your company can engage in PIASC and PIA advocacy programs to help position our industry for growth and success. *Be sure to bring your questions for a lively Q&A!*

WANT ADS

WANTED MCS Eagle Flex Print 4.25" Head InkJet Addressing System. Call Bill Rivera 714.708.5832.

FEATURE ARTICLE

Focus on Marketing and Branding *Continued from front*

ship, and relevant, helpful content.  
**Content is King**  
For 67% of prospects, the first place they go is to your website. You are what your website content says you are. This is where most sales are being won or lost. People now expect you to have a blog. In fact, 81% of B2B decision makers reported using online communities and blogs to help make purchasing decisions.<sup>2</sup> A blog should be up to date and contain useful, thought leadership information.

Set your website address as your default page when you go online. Constantly looking at it makes it easier to make incremental, ongoing improvements and updates to your site. View your site as a one-on-one conversation with your best customer. How your site compares to the other three to five sites the prospect will evaluate will likely determine what the prospect will do next. Your site needs to foster trust and credibility. At the end of the day, most people

will give the job to the company they trust the most. Price is often the excuse. Take a multichannel approach. With the customer now controlling the sales process, being in the right channel, at the right time, with the right message is critical. This is easier than it sounds. Generate great, useful content, then push it out via print and email and share it out via your website and social media. This is a simple but effective push, pull, inbound, outbound marketing strategy.

It's not hard, and it doesn't require a lot of resources. What it requires is a commitment to execution.  
  
*Source: Great Reach Communications, [www.greatreachinc.com](http://www.greatreachinc.com)  
<sup>1</sup>Bain & Company from Harvard Management Update.  
<sup>2</sup>2016 Marketing Think. / Deborah Corn*

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FIRST\_NAME, GET REWARDED FOR THE WORK YOU DO!

CALL FOR ENTRIES  
PIASC LOCAL PRINT COMPETITION

2019 PIASC PRINT Excellence Awards

DEADLINE:  
Friday, February 22<sup>nd</sup>  
4:00PM

[www.piasc.org/printexcellence](http://www.piasc.org/printexcellence)

PIASC Events Calendar

FEB. 20	<b>WEBINAR: Things to Know About the 2018 SCAQMD Emissions Reporting</b> 11:00 am at a computer near you Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>
FEB. 17	<b>Kelly Paper: The Simple Way to Web to Print</b> 10:00 am Anaheim, CA Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>
FEB. 21	<b>WEBINAR: Supercharge Your Sales Onboarding Strategy</b> 11:00 am PST at a computer near you Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>

For full list of workshops and virtual classes, please visit [www.piasc.org/training](http://www.piasc.org/training).

MARCH 3-5	<b>2019 President's Conference</b> Special \$200 Grant for Members Phoenix, Arizona Details: <a href="http://www.presidentconference.com">www.presidentconference.com</a> Contact: Socorro Garcia, Ext. 229, <a href="mailto:socorro@piasc.org">socorro@piasc.org</a>
MARCH 7	<b>Webinar: Discovering Hidden Pro it: Lessons in Lean, Lessons in Leadership</b> 11:00 am PST at a computer near you Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a>