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BUSINESS MANAGEMENT

Do All Your Employees Know the Elevator Pitch of Your Print Business?

No. The answer is no, they don’t.

Some of your employees are non-customer-facing, so MAYBE it’s not necessary for them to learn your company’s pitch. Or MAYBE it is.

What about your customer-facing employees? Your sales, customer service and marketing staff? Do they all deliver roughly the same pitch or do they all tell the story a different way?

First, an important refresher on the purpose and structure of the elevator pitch. Sure, we all know the basic definition: a short intro statement you give a stranger, which takes the same amount of time to present as an elevator ride. Got it.

If it were that basic and unrefined, then some of your employees may be saying something like, “We are XYZ Print. We’ve been providing print in XYZ-ville for XX years. We can print anything you need.”

This example isn’t terrible. It’s concise, if not compelling. The alternative to this pitch could be something much longer, much more ambiguous and much less likely to get a prospect to say, “Tell me more!”

So let’s agree on what an elevator pitch is and what it should sound like:

An elevator pitch is a concise verbal statement that clearly articulates how your company helps your targeted customers solve problems.
The statement must be:



- **Clear** – Very easy to say and to understand.
- **Concise** – Fewer than 70 words, which can be delivered in 30 seconds or less.
- **Compelling** – Inspiring, interesting, intriguing.
- **Customer-benefit focused** – How do you help customers?

In my experience, it’s best to write the pitch, try it out loud, edit it, rewrite it and try it again until you get it right. Then practice it and learn it. It may not come out the same every single time because we aren’t robots. But it should sound roughly similar and hit the key points most every time.

To help with this writing process, try applying your company attributes to this template:

- At [OUR COMPANY], we provide [PRODUCT] for [TARGET CUSTOMERS] that allows them to [OUR VALUE PROPOSITION].
- We have [EXPERIENCE], and

- unlike [COMPETITOR], we [DIFFERENCES].
- End with a Call To Action or QUESTION.

Here is one crack at this from a sustainability-focused direct mail printer:

- At XYZ Printing, we provide sustainable print and direct marketing solutions to the XYZ market, allowing our customers to promote their brands and attract new clients with efficient, targeted communications.
 - Our environmentally responsible practices reduce our ecological footprint. Unlike our competitors, we meet the rigorous standards of Sustainable Green Partnership certification.
 - What kinds of eco-friendly print materials does your company use?
- In my opinion, this is clear, concise, compelling and customer-benefit focused. It is 61 words and can be

verbally delivered in under 30 seconds. If you don’t like this wording, change it, but try to meet the “4C” criteria using your own style.

If all your customer-facing employees go through this exercise and use roughly the same pitch, you should start to see some consistency in how they present your company’s value proposition to strangers and how they engage them in a new discussion. I recommend making this a group exercise at a staff training meeting. Over time, they should learn from one another about how to improve on it for better results.

What about those non-customer-facing employees? Should they learn it as well?

In my opinion, yes. Each of them engages with friends, family and strangers during their non-working hours. These employees might be asked, “Where do you work, what do you do, how do you like it?” If they can present a clear, compelling statement similar to the one above, they might be able to bring in a new business lead on their own. Why not?

If your team members’ pitch doesn’t sound something like the example above, what are they saying to potential customers?

Source: David Murphy, Founder and CEO of Nvent Marketing. This article was originally published on PrintMediaCentr.com

RISK MANAGEMENT

OSHA’s Top 10 Safety Violations for FY 2021

OSHA has announced the preliminary list of its 10 most frequently cited workplace safety standards violations for fiscal year 2021. While this list covers all industries, not just our industry, it is a great starting place for reviewing your own safety programs.

Take a look at this list, and think about if you need to make some safety improvements in any of these areas:

- 1. Fall Protection in Construction** – This is number one for the eleventh year in a row.
- 2. Respiratory Protection** – This moved up a few notches, most likely due to COVID-19-related regulations regarding face masks.
- 3. Ladders** – Many of the regulations regarding ladders are common sense safety measures. For example, don’t use the top of a stepladder as a step, don’t use the ladder on an unstable surface, and don’t carry an object or load that could cause you to lose your balance and fall.
- 4. Scaffolding** – Of course, scaffolding violations are not common in the graphic communications industry.
- 5. Hazard Communication** – In order to ensure chemical safety in the workplace, information about the identities and hazards of the chemicals being used in your



- workplace must be available and understandable to workers. OSHA’s Hazard Communication Standard is meant to make this happen.
- 6. Lockout/Tagout** – When a piece of equipment is being serviced or repaired, you must have complete control over the energy source that normally powers this equipment. This is where your lockout / tagout policies come into play.
 - 7. Fall Protection in General Industry** – What’s notable here is that fall protection has two spots on this list, and ladders and scaffolding are listed as well. It seems that any time an employee is going to be standing somewhere other than on the ground, you need to ensure that proper safety measures are followed.
 - 8. Personal Protective Equipment – Eye and Face Protection** – For

Continued on back

HUMAN RESOURCES

When Does the Form I-9 Need to be Completed?

All new employees must complete Section 1 of Form I-9 on or before their first day of employment. Then, within three business days following their start date, they must submit acceptable proof of their identity and eligibility to work in the United States.

As the employer you must complete Section 2 within those same three business days, using the employee’s document(s) as instructed on the form. If the duration of the job will be fewer than three days, you must complete

Section 2 no later than the first day of employment. Section 2 is generally filled in at the time the employee brings in their identifying documents, as it asks for specific information about these forms of identification. As a reminder, documents must be presented in person, and the employer representative who reviews them must fully complete Section 2 of the form.

Source: HR|Bizz

Managing Performance When an Employee Has a Second Job

When an employee takes a second job, you may be concerned that the additional work can hurt his performance for you. However, if you haven’t had previous issues with this employee’s performance, there’s no reason to worry too much about their taking a second job. Side jobs are common, and many people manage them just fine. You can certainly reiterate your performance expectations, whether that’s completing assignments on time, immediately responding to messages or meeting production quotas.

If at some point the quality of this employee’s work does begin to suffer, meet with him sooner rather than later to address the issue. A simple warning may be enough to get his performance back on track. Other options might include a performance improvement plan or a modified schedule that helps him better balance the two jobs.

Another consideration you might make is whether there are additional job opportunities at your place of employment that would appeal to this employee. Chances are he has taken a side job to earn extra pay, expand his network or enhance his work experience. Those may be goals you can help him achieve so he doesn’t have to look for work elsewhere.

Source: HR|Bizz

RISK MANAGEMENTContinued from front

CLASSIFIEDS

example, press operators need to wear safety goggles (as well as nitrile gloves) for press clean-ups, to protect against caustic chemicals.

9. **Powered Industrial Trucks** – Powered industrial lift trucks is a frequent citation in the printing industry. Be aware that there are over 60 rules that must be followed for forklift safety! Drivers must successfully complete formal classroom training covering all of these rules before they get behind the wheel.

10. **Machine Guarding** – Historically this has been the number one citation in the printing industry. Remember, you MUST guard against cutting, crushing, entanglement, shock or burn, and you must do this with total guards. Partial guards are never acceptable.

Letterpress! – Equipment, hand set type, type banks, steel rule die making equipment, composing supplies, ink and paper are available. Several “bundles” or packages are available for sale. Ideal for setting up a new shop. See letterpressshopforsale.com for more information.

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, wendy@piasc.org

STATE HAPPENINGS BY RJUpdate from Our Lobbyist

The 2022 Legislative Year is Ramping Up!

It’s January, and with the new year comes new legislative activity for our members to follow. As always, we can expect an avalanche of bills and regulations that will impact the business community. That said, there are two legislative areas that I’d like to highlight at this time...

Employee surveillance

With the acceleration of work from home options due to the pandemic, PIASC has been hearing from members who feel productivity has dropped amongst their employees who are working off site. Evidently this is a widespread problem, as many companies are now using some form of tracking software, such as keystroke tracking programs, to ensure that employees are actually doing the work

they have been instructed to do while working remotely.

Needless to say, employees are not happy with this type of employee surveillance. We are now expecting a California bill that will address this, sponsored by the California Labor Federation.

Although the bill’s language has not yet been worked out, we know that it will include some constraints on the use of tracking software that employers could be using to monitor employee productivity and/or geolocation. If California pursues employee surveillance legislation, rest assured that other states will follow.

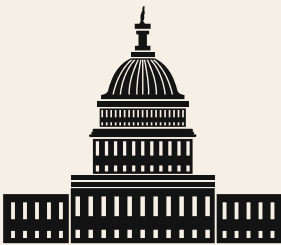
Recycling

For a few years now we have been seeing an explosion of legislation in

California, Washington and Oregon regarding recycling. Last year Oregon passed Senate Bill 582, which makes substantial changes to recycling in the state in the name of “modernizing” Oregon’s system.

Senate Bill 582 establishes an extended producer responsibility (EPR) program for packaging, printing and writing paper, as well as food serviceware. Producers will join producer responsibility organizations (PROs), which will administer producer responsibility programs on behalf of their members.

In Washington, legislators passed Senate Bill 5022 which creates a minimum recycled content standard for plastic bottles and trash bags, and bans certain expanded polystyrene packaging options like plastic peanuts.



EPR is a growing movement to shift responsibility for end-of-life product management away from municipalities and the general public and onto the backs of producers. Much of the focus in the policy development is currently on plastic packaging. However, we are seeing some conversations moving towards a more material-neutral standpoint, which would incorporate paper, glass, corrugated and more. In California we are expecting a November 2022 ballot initiative that would create a 100% recyclable or compostable requirement for packaging.

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Scan for the latest updates & show details

PIASC Events Calendar

JAN 18

Ring in the New Year!
Tuesday, January 18th
Mutoh America, Inc., Phoenix, AZ
www.piasc.org/events

AUG 17-19

Americas Print Show 2022
Wednesday-Friday, August 17-19
Columbus, OH
www.americasprintshow22.com

For full list of workshops and virtual classes, please visit www.piasc.org/events

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