



PIAMS Weekly News

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April 2, 2010

Printing & Imaging Association
Mountain States (303)771-1578
Fax(303)771-2945 www.piams.org

HazWaste Issue Update

In last week's News we told you about an article that was written in the Denver Business Journal about the indictment of two men and a printing company that are in a great deal of trouble due to how they handled printing related Hazardous Waste. We have learned that the prosecuting attorney has a very strong case against them and that there will be a hearing in the District Court, Courtroom 10, on April 9th at 8:30 a.m. The folks we work with at the state have told us that the EPA has already done a clean-up and we're sure there will be more negative press about the printing industry although our friends at the state know that the printing company in question does not reflect the behavior of the printing industry as a whole.

This very public issue is another good reason to make sure you have all your regulatory compliance ducks in a row. To make sure go to the [Green Stuff](#) section of the PIAMS website download the [Overview of Colorado Environmental Regulations](#), then use the [Colorado Self Certification Checklist](#). As always we encourage use to participate in the Environmental Results Program (ERP), a program offered to Colorado Printers by PIAMS and CDPHE's Small Business Assistance Program – the [2010 ERP Instructions](#) can also be found in the same section. If you would like to participate contact Kathy Lauerman at klauerman@piams.org.

PIAMS Green Members already have everything in place.

coloradobiz Article Promotes Supporting Local Creative Enterprises

There was a great article earlier this week in the coloradobiz electronic newsletter. The article emphasizes the importance of working with local businesses that include advertising, design, printing and publishing, and connects the all encompassing creative sector to the Green Economy. Using local resources is always the most environmentally friendly way and we'd like to remind you that stating such when visiting your clients and potential clients should always be part of your sales pitch. It is also important to remind those who may be considering having their printing done out of state or off shore that they are subject to "use tax" so they would not be saving money by not paying taxes. To read the entire article, click [Support your local creative enterprises](#)

EEOC Issues New Mandatory Poster Highlighting GINA

It's time to update your break-room bulletin board. The EEOC has issued a new "EEO is the Law" poster that most employers must display. It now includes information on employee rights under the recently enacted Genetic Information Nondiscrimination Act (GINA).

GINA prohibits employers with 15 or more employees from discriminating against job applicants and workers based on genetic information. It also limits employers' ability to gather and disclose information about employees' genetic conditions—generally, inherited health issues or tendencies toward certain diseases.

The new EEOC poster describes the new GINA prohibitions, and tells employees how to report alleged violations. Employers have been required to post this information since Nov. 21, 2009, to be in compliance with GINA. Attached is the poster and supplement poster.

There's no need for employers to pay third-party vendors for required U.S. Department of Labor posters. They're all available free at the [DOL's online "Poster Page."](#)

PRINTING & IMAGING ASSOCIATION MOUNTAIN STATES

Printing & Imaging Association Mountain States
Invites You and Your Employees to attend:

Do Your Own Tactical Marketing For Account Acquisition!

May 3, 2010
11:00 a.m. to 2:30 p.m.

11:00 a.m. to Noon on your own for lunch
Noon to 1:30 p.m. 2 Hour Session

Virtual Training Session from the comfort of your own office or home. Bring everyone in for the same low price: \$99.00 per Member Company \$149.00 per Non-Member Company



Unusual Strategies for Closing More Sales

By John Graham

Selling is a tough profession—and from all economic indicators, it may

not be getting much easier any time soon. While the recession seems to be moving into the past, what is clear, however, is the impact it has had on the way buying decisions are made. Just about everyone in sales will experience cautious, reticent, buyers who are expecting more for less. Don't expect to see this change. While the cup is at least half full, buyers may be seeing it differently for quite some time.

If this is what the real world is like today and this is where salespeople find themselves every morning, what should they be doing? To get ahead of the competition and to put more business on your company's books, here are strategies that can make a difference.

Sharpen your skills at reading customers. At the get-go, recognize that your customers may not be quite the same people they were two or three years ago. *Chances are they've changed.* They're looking at everything differently since what appears to be the light at the end of the tunnel may be an illusion. *They don't want to be fooled.*

If we continue to think of our customers—and prospects—as the way they were before the recession, it's easy to misread what they are thinking. They can be cold and seemingly disinterested, as they don't want to be bothered.

But it's a mistake to write off anyone. It's time to "re-cultivate" both customers and prospects as they find new comfort levels. Needs will still occur and those who empathize will have the inside track.

Look out for the inevitable conflict that exists in every sale. This is so big and it's often deal breaker—as we see a sale go south. Few sales managers ever talk about it. It may be so obvious that no one sees it, even though it's the huge gulf that's almost impossible to get across in making a sale. Theodore Levitt, the late marketing genius at Harvard Business School, expressed the inevitable conflict that exists in every selling situation when he wrote, "Selling focuses on the need of the seller; marketing on the needs of the buyer." No matter how we rationalize it, this conflict exists in every sale. Instead of attempting to ignore or gloss it over, it's best to admit it and recognize that it's real: no matter what's said, no salesperson can really sit on the buyer's side of the table. Since "getting the fish in the boat" is a salesperson's objective (no matter how that's expressed in kinder, gentler words), it shouldn't surprise anyone that buyers are unconsciously uncomfortable and wary of salespeople who "send a message," no matter how subtly, that getting a signature is what they care about, no matter what they say or do. This suggests that by bringing the conflict out in the open salespeople can enhance their credibility.

Watch out for the peacock's plumage. While waiting for a haircut, a sales executive encountered a "peacock moment." In one chair, a customer was showing his new wristwatch to the barber. It was big, heavy and techie. Evidently, the barber

failed to show proper interest, and the customer who knew him, said quite seriously, "You're not manly enough to wear this watch." For the customer, the watch was a badge of his manhood and anyone who didn't like the watch was less of a man.

The move to strip CEOs and other corporate executives of their "plumage" by denying—or at least making unpopular—high-priced perks such as jets, exotic trips, luxury office accommodations and the like denies them of the "signals of superiority."

But it isn't just the rich and famous, almost everyone has a "plumage factor," which presents itself in almost everything they buy, either individually or for a business.

Let the customer take the lead. This can be asking too much from the salesperson that's determined to press forward, no matter what. But not Kenneth Kahn. His company, yourgiftcertificate.net, offers businesses a sophisticated "newcomers to the community" type program. At one point, Kahn attempted to contact a prospect that seemed like a good fit for his product, particularly since it had nearly 50 locations throughout the region. Unfortunately, he met with little interest. Ken didn't give up, however. Almost a year later that changed when he sent the prospect a sample of the new version of the product.

Instead of trying to beat down the door, he skillfully followed up with additional information, carefully answering the prospective customer's questions and never once using a "sales pitch" or pushing for a meeting." His approach was seen as professional and thorough.

Ken Kahn didn't try to persuade or make unrealistic claims. Rather, he encouraged responses and kept the conversation going. By always letting the customer take the lead, he received the order.

Become more gender aware. This may seem politically incorrect. Yet, in our effort to avoid distinctions, we can fail to recognize significant differences between men and women. Here are two examples. The salesperson couldn't understand why the customer, a woman, was taking so much time making a buying decision for a new car. She had been to the dealership three times and was back again, clutching a file folder filled with evaluations, customer comments and reviews. As she came into the showroom, the salesperson said to a coworker, "Why doesn't she make up her mind. I don't get it." And, of course, that was the problem.

At the same time, a male customer goes to buy a digital camera and the salesperson, who is enthusiastic about these exciting products, launches into a detailed presentation of all the features and can't understand why the customer interrupts, saying "I know all that. Just tell me your best price?"

If the two salespeople knew a little more about evolutionary psychology, they might have fared better. You can see this played out by going down the aisles of any supermarket. Many of the women shoppers will be comparing products, ingredients and prices and weighing their decisions. Then, a

male shopper comes along with his cart moving at NASCAR speed, barely stopping long enough to grab what's on his list. The answer to these differences seems to be in our genes. Eons ago, women spent their days caring for offspring, carefully gathering edible plants and berries for the food. As hunters, men knew the necessity of proper planning to locate their prey, make the kill and get the meat back quickly before it spoiled.

These behaviors are played out every day when men and women make purchases. It's also explains why it's often so frustrating when they go shopping together.

Be known for your ideas. It's safe to say that most customers want to believe that the salespeople they work with really care about their account—but they're often less than sure. While there are certainly ways to let customers know you value them, *there's nothing more effective than a salesperson with new, innovative and helpful ideas that bring value to a customer.*

The most stunning example of this is Apple. People eagerly buy their products, but it's what the products do that gets the "wow!". It's best expressed by Apple's Steve Jobs when he describes the company's mission as "creating products that unleash human potential." Incredibly, months before the iPad was available, physicians, hospitals, colleges, book publishers, newspapers and magazines were creating software for it. The power of ideas makes the difference.

Selling success depends on communicating ideas that capture buyer imagination and enhance the account. Without that, we're just ordinary salespeople trying to figure out why we have trouble meeting the numbers.

John R. Graham is president of Graham Communications, a marketing services and sales consulting firm. He writes for a variety of business publications and speaks on business, marketing and sales issues.

Contact: 40 Oval Road, Quincy, MA 02170; 617-328-0069; jgraham@grahamcomm.com. Blog: grahamcomm.com/wordpress. Website: grahamcomm.com.

Don't forget to check the PIAMS Website often for updated information, benefits & services, buying power programs and calendar of events.
www.piams.org



Upcoming Events

April 6th

PIAMS 19th Annual PRIDE Award Judging
Xpedx Denver

April 13th

Sustainable Management Systems (SMS)
Colorado Department of Public Health & Environment
9:00am - 12:00pm
SMS/EMS Overview & Requirements
CDPHE is at 4300 Cherry Creek Drive South in Denver.
It is a **FREE** session.

April 21st

Design to Print Denver Media Group
Website Optimization
Web Development and Graphic Design Best Practices To Maximize Conversion Rates
The Denver Press Club
5:30pm – 7:30pm
Members **FREE** and Non-Members are just \$15.00

April 23rd

Publication Printers Open House
By invitation only

May 3rd

Do Your Own Tactical Marketing For Account Acquisition
By Linda Bishop
Virtual Training Session
2 Hour Session
\$99.00 Members and \$149.00 Non-Members

May 13th

PRIDE Award Reception

May 19th

Design to Print Denver Media Group
The Denver Press Club
5:30pm – 8:00pm
Members **FREE** and Non-Members are just \$15.00

Adobe Creative Suite Tips & Tricks Buffet

Grab your plates and get ready to be well-fed on tips and tricks from the Adobe Creative Suite! Load up on helpings of InDesign and Illustrator served up by Erica Gamet. She'll show you ways to work faster, automate tasks, and get more out of these applications. We'll take a look at a few of the best features that you're probably not using...but should be. Once you've had your fill of these two tasty morsels, Lesa Snider will serve up the next course: Photoshop. She'll show you how to achieve great results with your photos, without the hassles.

May 20th

PIAMS Board of Directors Meeting