



PIAMS Weekly News

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Welcome to 2010

As we begin a New Year and New Decade, we're happy to start it off with some great advice from a noted industry professional. Here goes. . . .

10 Ways to Push Sales Up in 2010

1. Single task when talking to customers on the phone so you don't miss critical information and subtle voice signals.
2. Follow up on hot leads the instant you receive them. Don't wait an hour or a day.
3. Take ten minutes. Write down the profile of your ideal customer because it increases the odds of spotting the perfect target.
4. Sell every day. Servicing is not selling. Selling is about getting new business. Servicing is about making sure current business goes smoothly. I repeat . . . sell every day.
5. Know how much time it takes to phone prospects. It takes 60 minutes to call 20 people and leave messages. If you call 20 people and have 3 to 5 conversations, you'll spend 90 minutes on the phone. If you want more business, schedule more time to call more people.
6. Value, value, value! Bring more to every call and you will sell more.
7. Get in the habit of calling customers after the order delivers and ask, "How did we do?"
8. Customers will say, "Your price is high." Plan now to give a better response.
9. Start smiling before you pick up the phone. People buy more from friendly salespeople.
10. Have a yearly sales goal. Break it into weekly increments. Have a plan to hit the number. If you miss your weekly number two weeks in a row, rethink your plan. Figure out what you should be doing more of and change immediately.

Linda Bishop - Thought Transformation, Inc.

If you look at 2010 as a clean slate, and use a fresh positive approach, you will be much more likely to "push sales up". A great New Year's Resolution is to forget about what has been called "The Decade from Hell" and approach the next one as the beginning of a decade under your control.

Colorado Reduces Minimum Wage

Effective January 1, 2010, Colorado Minimum Wage Order Number 26 established a new state minimum wage rate of \$7.24 per hour, a reduction of 4 cents (the first decrease in any state's minimum wage since the federal minimum was adopted in 1938) and \$4.22 per hour for employees who regularly receive tips. Employers are likely to be required to pay the higher federal minimum wage of \$7.25.

Stimulus COBRA Extended

The 2010 Defense Appropriations Bill was signed into law on December 21st extending the 65% subsidy for COBRA from nine to fifteen months. It also extended the latest eligibility date for the receipt of the subsidy to February 28, 2010. Thus, persons who have already lost their coverage because of involuntary termination and those who become involuntarily terminated before March 1, 2010 will be eligible for fifteen months subsidy.

USPS Assesses Postage Penalties

On Monday, Jan. 4, the United States Postal Service (USPS) began assessing postage penalties on mailings not meeting the Move Update requirements in 2010.

These Move Update requirements have already been in place for First-Class presort mailings, and in November 2008, these requirements were extended to Standard Mail. Although the requirements have been in place for some time, there was no postage penalty attached to mailings determined to be non-compliant. Penalties began Monday, Jan. 4th.

There will be two potential penalties assessed for non-compliant mailings. The Move Update Assessment (i.e. Move Update methods have been used on the mailing, but there are addresses with errors) charge will be \$.07 per piece on a percentage of pieces in First-Class and Standard Mail mailings that fail Performance-Based Verifications at the time of mail acceptance. There is also a non-compliance (i.e. no Move Update methods have been used on the mailing) charge of \$.07, applicable to ALL of the pieces in a mailing, for Standard Mail mailings that are determined to be non-compliant.