



# PIAMS Weekly News

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**SERVING OUR MEMBERS SINCE 1922**

**February 19, 2010**

**Printing & Imaging Association**  
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## Do Not Mail Update

According to MFSA, a participant in the Mail Moves America Coalition, MMA's Executive Director Ben Cooper recently reported that "Our lobbyist in Berkeley Greg McConnell reports that he and John Beaumont of the California Association of Letter Carriers met with Berkeley Council Members Wozniak, Capitelli and Wengraff and reports that Councilmen Wozniak and Capitelli in Berkeley are withdrawing their Do Not Mail resolution and would like to pursue providing information to Berkeley residents about existing mail management options, such as DMAchoice.org. The entire MMA coalition in Berkeley did an excellent job explaining the negative ramifications a Do Not Mail registry would have on Berkeley jobs and the economy and this outcome is a direct result of that good work. As we get more information on how Councilmen Wozniak and Capitelli want to move forward we will keep you informed."

Printing Industries of Northern California (PINC) reports that it was the testimony of two local members that really sealed the deal.

**PIAMS and its partners, including the local chapter of MFSA, continue to monitor Do Not Mail activity in Colorado.**

## More Proof that Direct Mail Works

A recent article in the Wall Street Journal offered more proof that direct mail works. The article was about firms who used ONLY the Internet in their marketing and found their efforts unsuccessful. The story focused on a corporate gift firm that had a \$20,000 budget for direct mail and decided to rely solely on e-marketing and social media. The result was a 25% drop in sales. That drop, however, was corrected when the company went back to using print. Also featured in the article was the story of a real estate firm that decided to stick with its monthly mailings "since it's too easy to delete emails as junk." The moral of the story is that while a website is great for taking orders, it's lousy as a shopping venue. Print on the other hand, whether as a mail piece, an ad, or a catalog, is read by its audience and drives consumers to the website ready to buy what they've read about.

## PRIDE Entries Due February 26<sup>th</sup>

Entries for the 2009 PRIDE Award Competition, those great pieces you are proud to have produced between January 1 and December 31, 2009 should be submitted to PIAMS by next Friday, February 26, 2010. We're looking forward to helping you show off your capabilities and fabulous work.

## ERP Commitment Deadline Also Feb. 26<sup>th</sup>

Phase III of the Printing & Imaging Environmental Results Program (ERP) is in the works and the deadline for commitment to participate is Friday, February 26<sup>th</sup>. The program, jointly managed by PIAMS and the Colorado Department of Public Health & Environment, is a requirement for PIAMS Green Members and recommended for all others in the industry.

### *The ERP Timeline:*

**Phase III Kickoff** – January 28<sup>th</sup>

**Participation Commitments** – Due February 26<sup>th</sup>

**Compliance Certification/Back on Track Forms** – Due April 30<sup>th</sup>

**Initial Walkthroughs Begin** (new participants) – April 30<sup>th</sup>

**Back on Track Resolutions to PIAMS** – June 25<sup>th</sup>

**Post Walkthroughs Begin** (all participants) – June 25<sup>th</sup>

### *Additional ERP Incentives:*

Those who participate in the ERP are given a pass on some infractions (unless they are egregious) should a state inspection occur between the time they commit to participation and May 28<sup>th</sup>. This is a great opportunity to get your "compliance" house in order if you haven't done so in the past. If you missed the ERP Kickoff at Leanin' Tree, you can download a copy of the 2010 Compliance Workbook, Compliance Certification Form and the ERP instructions from the PIAMS website. Just go to [www.piams.org](http://www.piams.org) and click on the **Green Stuff** bar.

If you have questions about the ERP contact:

Kathy Lauerman [klauerman@piams.org](mailto:klauerman@piams.org) or Joni Canterbury [janter@cdphe.state.co.us](mailto:janter@cdphe.state.co.us)



To find out more about the **PIAMS Green Member Program** contact Kathy Lauerman at the e-mail address above or call 303.472.4062.



## The Myths, Lies and Misconceptions About Selling Print

By Joe Rickard

In the printing industry, there is a long list of perceptions about salespeople and selling. Many of these perceptions are completely false and can be characterized as myths, lies or misconceptions. At our last two industry workshops, we asked printers what are the most important factors that will determine success going forward. They responded that generating sales is their top priority. This requires having the right salespeople and the right marketing programs. To clear up some common misperceptions, here are my top 11 myths, misconceptions and lies about professional selling in the printing industry.

**Myth:** Great printing salespeople can sell anything to anyone.

This one is right up with “great salespeople are born.” The quality and skill of the salesperson is very important. But even great salespeople who have demonstrated success in the past will not sell if they do not have the right product, organization or sales strategy behind them. I have worked with too many printing companies that rely on salespeople to save the company.

**Lie:** You can sell without making cold calls.

Prospecting and generating new business is an endless series of phone calls, e-mails and knocking on virtual and real doors. It helps to shorten the sales cycle to get qualified leads and call on people who you already know, but great salespeople frequently call on people they do not already know. Having a well-articulated value proposition and personal and customer references makes cold calling more effective. If you cannot call on people you do not already know, sales is not for you.

**Misconception:** Providing quality, price and turnaround is all that is needed.

A large number of printers and their salespeople think providing high quality printing products, low prices and quick turnaround is enough to keep customers and stay in business. For most printers, customer satisfaction is a poor predictor of customer loyalty. Providing the right solutions, knowing you customers, and responding to real or anticipated business needs is a much better predictor of customer loyalty. Great salespeople and great companies do this.

**Misconception:** There is a magic bullet or magic formula for successful selling.

There is no single sales process or program that will guarantee success. Successful selling has a lot more to do with how and why customers buy than any single sales process. Learning the consultative selling process, closing skills, probing questions or how to write a selling proposal is good, but will never guarantee success. Depending on what a printing company sells, their size, capability, type of customers and markets targeted will determine the sales process and strategy.

**Lie:** Professional selling and marketing are the same.

We believe professional salespeople are absolutely critical for printing companies that currently or intend to sell complex and high-value printing products and services. This fact does not mean that companies need not to have well thought through integrated marketing plans and programs. Direct selling is only one aspect of marketing. Pricing, lead generation, distribution and product offerings are among other critical components of a successful printing firm.

**Myth:** Anyone who has an outgoing personality can be a salesperson.

There is no single personality type that adequately can predict whether a salesperson will be successful. We have seen salespeople who are not social, not competitive, not athletic, not completely money-oriented and who do get high grades in school deliver outstanding sales results.

Through the years, we have not seen a personality test that correlates very well to sales success. The better predictors of success are whether the salesperson possesses the required sales skills and business knowledge to successfully do the job.

**Myth:** Traditional print salespeople cannot sell digital printing and services.

This is becoming less of a myth as more traditional print salespeople successfully transition to selling nontraditional and new printing products and related services. Though not all can or want to make the transition, we have seen enough evidence to be convinced that those salespeople who possess the right skills and knowledge can and do make the transition.

**Lie:** Direct selling will eventually be replaced by the Web.

Yes, much of consumer and commodity printing is and will continue to be sold over the Web through a variety of ways. Customized, tailored, integrated and relationship-driven printing solutions and services will continue to be sold by direct salespeople. The Internet and Web tools, such as video, business networks and Web conferencing, will support sales efforts. However, it will come down to the skill and capability of the salesperson and team.

**Misconception:** Selling printing is a numbers game.

This is only partially false. Sales people must be smart and work very hard. Carefully targeting the right accounts and being able to sell at multiple levels within an account is equally or just as important. As we mentioned in previous columns, maximizing qualified sales calls, presentations and proposals is much more critical than randomly making a lot of sales calls.

**Myth:** Every customer is a prospect for more printing sales. Just like the old adage, “The customer is always right,” not every customer is a prospect for more printing sales. This often separates the great from the good. Knowing and targeting the right accounts to invest time and energy is a big part of modern day selling.

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**Myth:** Great salespeople do not make great sales managers. This is a commonly held belief. Not all great salespeople make great sales managers, but many successful sales managers were and are great salespeople. Many of the competencies and skills required to be a great sales manager including communication, confidence and developing sales strategies are also important to the success of salespeople.

To be successful in sales, individuals need to possess the correct personal traits of confidence, creativity, work ethic, communication skills and persistence. After that, they need a deep and current knowledge of their products and services, the graphic communications industry, technology and the sales and buying process as well general sales skills.

*Joe Rickard is a sales training leader and consultant who works with printing and technology companies in the graphic arts to improve their sales effectiveness. He is the founder of Intellective Solutions, a provider of customized sales and sales management training material and services. Contact Rickard at (845) 753-6156, [jrickard@intellectives.com](mailto:jrickard@intellectives.com), or visit [www.intellectives.com](http://www.intellectives.com).*



## Need a Place to Sell Used Equipment?

PIAMS is proud to introduce the [TPX Marketplace](#), the world's oldest and largest used printing equipment marketplace. Anyone may advertise a machine in the TPX Marketplace for a onetime fee of \$50 "until it sells". This ad will also appear in the next 2 monthly TPX Marketplace reports that are mailed to PIAMS members. Sellers with many machines for-sale can become a TPX subscriber and get free for-sale ads.

**PTAG**

Property Tax Advisory Group  
Your partners in profit enhancement.

## Helps You Save Money On Personal Property Tax

As is noted on the attached flyer, our PTAG Buying Power Program continues to help control member costs. Since we began working with them a number of years ago, many member firms have saved money on their personal property taxes and have very been pleased with how easy it is to do so. The best part is that there is no out of pocket cost – PTAG's fee is contingent on savings.

Since April 15<sup>th</sup> is closer than you think, we encourage you to contact Richard Lohrmeyer, Property Tax Manager at PTAG today. He can be reached by calling 888.626.7824 ext.134, or by e-mail [rlohmeyer@ptag.com](mailto:rlohmeyer@ptag.com).



## PIAMS Joins the Campaign to Promote PRINT

The Printing Industry -- from paper mills to paper houses to printers and suppliers -- is committed to a simple but true message: Our industry is GREEN and PRINT is a sustainable product. Remember...Print is personal. Print puts buyers in control. Print drives a higher ROI than other media. Print is still the #1 vehicle to market.

When all is said and done, the above facts still resonate with our customers. However, we continually have to remind them of these facts -- and to appreciate the value of print.

Marketing not just your company but PRINT is the key. PIASC has launched the "PRINT" campaign to help you spread the word that PRINT is the marketing media of choice.

PIAMS is excited about joining them in their enthusiastic and well developed campaign to spread the word about the strengths and value of print and will have a link on our website to a number of ads that you can adapt for marketing purposes for your company.

**We also encourage you to use the PRINT logo on your invoices, your newsletters, your vehicles, your proposals, and your stationery and promote the Value of PRINT.**

## PIAMS Insurance Benefits for Members

In these economic times you need to look at all your company's expenses and one of the biggest is Insurance Benefits. Through your membership you are entitled to access all of the different Insurance Benefits that PIAMS has to offer. It would be worth your time to give us a call, don't wait call today.

### Benefits & Incentives Group, Inc.

Medical Coverage through a Bona Fide Association Program for PIAMS member firms.

### PIAMS Group Insurance Plan

Dental, Life, AD&D and Short Term Disability Insurance made exclusively available to member firms. PIAMS is also in the process of adding an FSA (Flexible Spending Account) to our list of benefits.

Contact Paul Clift at BIG (303)750-6200 ext.30

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<http://www.bigroupinc.com>

Make sure to check the PIAMS Website and the PIAMS Calendar of Events often. We are always adding new Benefits, Buying Power Programs and Seminars/Meetings & Events.