

Bill's Short Attention Span Sales Tips: Getting Along with Non-Sales Bosses

Salespeople, if you came across a customer or prospect who didn't think like you do, would you give up and look elsewhere? Of course not. You would identify the personality type, learn their communication style and change your approach in order to achieve the two necessary goals of a relationship:

1. To understand, and,
2. To be understood.

So, what makes dealing with a difficult boss any different?

When I am listening to someone complain about "...my idiotic sales rep ..." or when I am listening to a sales rep complain about "...my wildly unhinged sales manager" the first question I ask is to find out if that manager/president has ever been in sales. Why?

It makes all the difference.

There are two types of people in this world: Those who have a sales background and those who don't. If your manager or boss has never been in sales, they don't fully understand and they likely never will (and no, managers, it doesn't matter how many reps you have managed in the past). And since this is not going to change, neither are they, so it is up to you, the salesperson, to make adjustments so the relationship works.

Salespeople are different. The job of sales is different. The challenges. The adversity. What it takes to be successful. We can be selfish. We can be moody. We are not always team players. You might not like us as people. But, as the saying goes, nothing happens until a sale is made.

So, salespeople, you must shape-shift your words and your approach to meet the boss where they live.

Sales reps, if you don't understand your boss, think they're crazy, have a hard time communicating with them and find yourself frustrated a lot, you need to realize

something: This is just another selling opportunity. You have FAR better chances of improving your relationship through changing the approach than they do.

If this were a selling situation, you would learn what the customer wants and help him or her to get it. In doing so, you would get what you want. By bringing that same thinking to your internal selling situations, your life will get better.

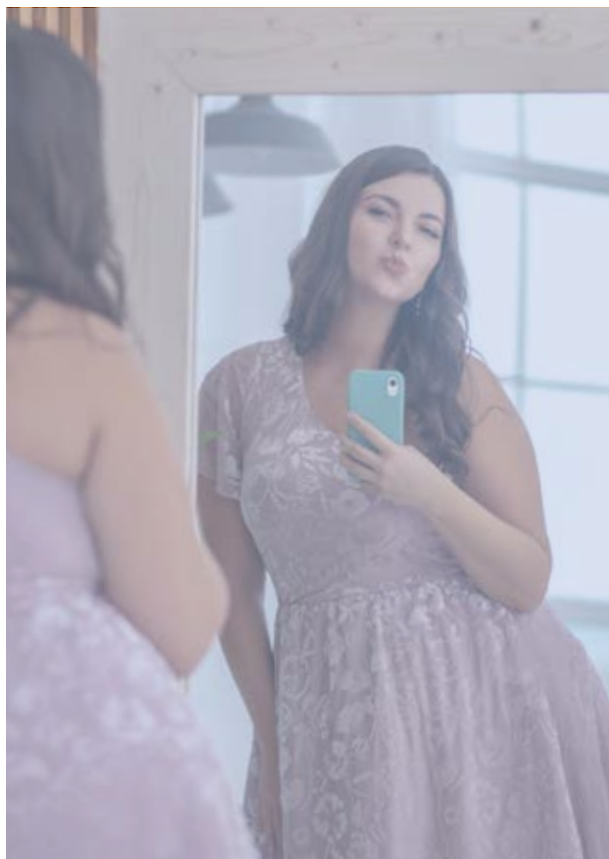
Oh, and managers? My advice to you is this: Either lead, follow or get out of the way (and don't overlook the wisdom of that last one).

Source: Bill Farquharson, *The Sales Vault*, <https://SalesVault.Pro>



BUSINESS MANAGEMENT

Don't Make It All About You



Many companies make the common mistake of focusing their marketing text almost exclusively on themselves. "We this," "our that," "we're proud of this," etc. While a certain amount of self-centeredness is appropriate, you've got to keep in mind the fact that your prospective customers don't really care about you. They care about themselves. What they really want to know is what you can do *for them*.

This is why when you're writing the text for your website, brochure, sales letter, etc., you'll get the best results if you keep the focus on your prospects and their needs. What your potential customers want to know is, "What's in it for me?" You need to clearly answer this question, and you need to do it in a relatable way that makes the message about *them* and not about *you*.

Same information, different focus

For example, every page of your website (even the "About Us" page!) is another opportunity to show the reader how you are going to meet their needs. Yes, your website will be presenting a lot of information about you. But you need to try to present this information in a way that makes it all come across as significant benefits for the reader.

Here are some "before and after" examples that demonstrate how messages can be reworded to make this happen:

- **Company focus:** We carry the largest selection of annuals, perennials and herbs in the state.
- **Reader focus:** To help you transform your yard into a garden paradise, XYZ Garden Center carries the largest selection of annuals, perennials and herbs in the state.
- **Company focus:** We are committed to simplifying our customers' lives by providing personal assistance via the Internet and telephone.
- **Reader focus:** Stay on top of costume industry news and trends with our informative blog posts and online discussions.
- **Company focus:** We sell stylish, advertisement-free reusable grocery and tote bags.
- **Reader focus:** Why pay for the privilege of being a walking billboard for your local store? Now you can get great-looking, long-lasting reusable bags without any advertisements at all!

Source: Linda Coss, *Plumtree Marketing, Inc.*, www.PlumtreeMarketingInc.com

HUMAN RESOURCES

HR Questions Roundup

How does protected class affect performance management?

Say you have a longtime employee who's no longer meeting expectations. The owner is afraid to hold them accountable because they're over 40 and therefore in a protected class. What can you do?

In general, you shouldn't let an employee's protected class status deter you from holding them accountable to your performance expectations. After all, everyone belongs to protected classes. Being in one simply means you can't be treated differently because you're in that class.

Now, if your organization has a history of bias in the workplace or of holding members of a certain protected class accountable for poor performance when others aren't, then you'd be looking at a higher risk of a discrimination claim. Assuming that's not the case, there's really no cause for alarm.

If you decide to talk to this employee about their performance, don't reference their age (for example, by openly speculating that their drop in performance has something to do with their getting older). Instead, focus on how their performance isn't meeting your expectations and what needs to change. As always, document the performance issues and the steps taken to address them.

What do you do if you find a discrepancy in a background check?

It depends on the seriousness of the discrepancy, whether the information is pertinent to the job itself and whether the candidate would be ineligible for the position. You probably don't need to make an issue of a minor variance like a candidate telling you they started a job in the month of April, but their background check saying they began in May. However, a major difference, such as the candidate apparently not having a college degree they claimed to have, likely warrants further review.

If you see a discrepancy, give the candidate an opportunity to explain. If you're satisfied with their explanation and everything else is fine, you can proceed with the hiring process. If it turns out the candidate isn't qualified for the job, wouldn't

be permitted to hold the position or deliberately lied, you can withdraw the offer of employment.

If you end up withdrawing the offer, you will need to follow the requirements of the Fair Credit Reporting Act (FCRA) and any applicable state or local law regarding background checks. Among other things, the FCRA requires you to provide the candidate with a notice that includes a copy of the background check report you used, as well as a notice titled, "A Summary of Your Rights Under the Fair Credit Reporting Act." Applicants, candidates and employees have a legal right to dispute incomplete or inaccurate information.

Source: *HR|BIZ*



Employee Spotlight: Evie Bañaga



Evie Bañaga loves solving challenges! When someone is told, “No, this can’t be done,” her response is to dig a little deeper to see if it *can* be done after all. As the Director of Employee Benefits at the Printing Industry Benefits Trust (PIBT), which facilitates health insurance benefits for companies in the printing, graphic arts and web media industries, this trait serves Evie – and PIA’s members and their employees – very well.

Evie is an employee benefits expert

Evie has seen the health insurance and employee benefits market from all angles. First and foremost, Evie has been with PIBT for a total of over 18 years.

Here she has always focused on helping businesses obtain and manage health insurance and other related benefits for their employees. This has given Evie a deep understanding of the needs of employers in the graphic communications industry.

Evie’s work experience also includes working at Covered California, a general insurance agency and an insurance broker. As a result, she has extensive knowledge of how employee benefits work, having supported businesses in every aspect of the process.

In addition, Evie is licensed to sell life, health, property and casualty insurance. “Whenever PIBT is not a good fit for an employer in the industry,” Evie shares, “I go to the market to obtain a quote. If the quote makes financial sense, we bind the business and service the account. We can offer a full suite of medical, dental, life and supplemental insurance for employers in or outside of our industry.”

As Director of Employee Benefits, Evie keeps PIBT running smoothly.

At PIBT, Evie manages a team of five direct reports who help her handle all aspects of the employee benefits process. In addition to day-to-day management, Evie’s responsibilities include:

- Gathering renewal rates and plan information from the insurance carriers in a timely fashion

- Negotiating rates and plan design details with the insurance carriers as necessary
- Ensuring that accurate information about all plan options is updated in our system (which also affects members’ ID cards) and in the “Yearbook” brochure that is mailed to employers each year and also made available for download via our portal
- Ensuring all current forms and documents are available for download at PIBT.org
- Booking and personally leading Open Enrollment meetings in both English and Spanish for PIBT’s and PIASC Insurance Service’s larger accounts
- Overseeing the processing of all enrollments
- Providing timely information and documents to help participating employers stay compliant with a variety of laws and regulations.
- Educating employers, employees, providers and the PIBT team about a variety of issues
- Helping members resolve problems

Evie has made a difference for thousands of PIA members.

The “helping members resolve problems” aspect of her job is the one that gives Evie the greatest personal satisfaction.

“PIBT is committed to making accessing employee benefits as easy as possible for our members and their employees,” Evie explains. “What this means is that when issues, questions or challenges arise, we are there to resolve them – so that the employer or employee does not need to.”

“All the employer or employee needs to do,” Evie says, “is send us one email or give us one call to explain their needs, and we take care of it. Need a new ID card? Just let us know. Having an issue with a claim? We’ll get it addressed. Struggling to get approvals for an appointment, prescription, or procedure? Let us make those calls. Need help finding a provider or specialist? Let us know. Can’t seem to reconcile the insurance provider’s payments against your medical bills? We’ll figure it out. Whatever it is, just hand the problem to us and we’ll do whatever needs to be done to get it resolved for you.”

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MEMBER BENEFITS

Why am I a PIA Member? Potential Prospects

How can being a PIA member help you to market your business? You can be referred to print buyers who are looking for a provider like you (we receive numerous requests each month). You can get found by buyers by creating a detailed listing on the PrintAccess Directory. You can respond to *Referral Rescue* emails when someone is looking for the services you provide. And you can build relationships with potential referral partners by participating in networking events, such as our Executive Luncheons.



CLASSIFIED

FOR SALE:

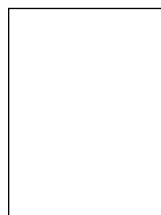
2001 IBERICA-105 Machine Model: JR-105-5; Serial#: 2001261; Max Sheet size: 750mm x 1050mm; Min Sheet Size: 350mm x 400mm; Max Speed: 9,000 Impr/Hr; Machine Hours: 20,768 hrs; Cycles: 90, 170, 859, 997. For more information, please contact Blanca Polanco at blanca@preferredpnp.com.

FOR SALE:

Seal 62 Laminator, Model # 63600, Serial # 600m039, Measures 80” L, 51” H, 31” D. In good working order. Pictures available. For more information please contact Lane Weatherly at lweatherly@portlandpuzzle.com.

FOR SALE:

Polar Mohr 78, 30.7” guillotine paper cutter; HP Laser Jet Enterprise 700 Printer; Epson Perfection scanner, 4490 Photo, Model 192A; Letro jog paper jogger; Challenge Paddy Wagon padding press; RICOH full color, sheet-fed printer; Hewlett Packard full-color wide format, roll-fed printer; Canon full color; and Image Program iPF8100. For more information, please contact Carol Prael at rcprael@olympus.net or at (360) 379-4922.



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PIA Events CALENDAR

● **Printing United Expo**
TUESDAY - THURSDAY,
SEPTEMBER 10 - 12
Las Vegas, NV
bit.ly/PrintingUnited24

● **LabelExpo Americas 2024**
TUESDAY - THURSDAY,
SEPTEMBER 10 - 12
Rosemont, IL
bit.ly/LabelExpo2024

7	July						
SU	MO	TU	WE	TH	FR	SA	
	1	2	3	4	5	6	
	7	8	9	10	11	12	
	14	15	16	17	18	19	
	21	22	23	24	25	26	
	28	29	30	31			

FOR FULL LIST OF EVENTS,
PLEASE VISIT
WWW.PIASC.ORG/EVENTS

● **SAVE THE DATE: 2024 Americas Print Awards**
THURSDAY, OCTOBER 17

● **SAVE THE DATE: R.A.I.S.E. Paper Drive**
THURSDAY - FRIDAY,
OCTOBER 17 - 18
Anaheim, CA
Contact: Kristy Villanueva at kristy@piasc.org

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JULY 15, 2024

SHORT ATTENTION SPAN
SALES TIPS: GETTING ALONG
WITH NON-SALES BOSSES

DO YOU WANT TO TALK ABOUT YOU

QUESTIONS ROUNDUP

EMPLOYEE SPOTLIGHT:
EVIE BAÑAGA

Feature

Business Management

Human Resources

Member News