

SELL TO PEOPLE, NOT BUSINESSES



If you are selling your products or services to businesses – and most PIA members are – here's an extremely important thing to keep in mind: Businesses are not buyers. People are. After all, "businesses" do not make purchase decisions. It is the people at these businesses who make purchase decisions. So while you might think you're a "business-to-business" marketer, what you should actually see yourself as is a "people-to-people" marketer.

With that in mind, here are some questions to answer in order to increase your marketing success...

Who are the people that you are selling to?

While your target market might be composed of "mid-sized manufacturing firms in Southern California," you need to know who the people are at these firms that will be making or influencing the purchase decision. Are you selling to the Purchasing Director, General Manager, Controller, CEO or Administrative Assistant? Will it be a group decision or is there just one decision maker?

What do you know about these people?

Can you make any generalizations about the demographics of the people you're marketing to, such as age, gender or educational level? What does their typical work day look like? What pressures do they face? What are their hot buttons?

The more you know about your typical buyers, the stronger your marketing message can be.

What problems can you solve for these people?

People buy solutions to the problems that they have. Here's a useful exercise: Make a list of all of the products or services you offer, and then map each of these benefits to specific problems that it can solve.

While you're thinking about the problems that you can solve for your customers, you should also determine how your solution is better than your competitors'.

What are their hidden agendas?

The people who buy from you probably won't base their decisions solely on factors such as price, quality and service. They also have emotions, fears and hopes that drive their decisions. They're dealing with internal politics. They're worrying about how this purchase decision will affect their career. They're wondering if buying from you will make their own job any easier.

Sure, they want to do what's best for the company – but they're also likely to do what's best for themselves as well. After all, they're people, and this is how people are. You need to keep all of this in mind and provide solutions that work on both the personal and business levels.

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

GOVERNMENT AND LEGISLATIVE

ON OUR RADAR



Proposed regulations and other issues that we're following:

- **Cal/OSHA drafts rules for workplace violence prevention in general industry** – SB 553, covering nearly every employer in the state, became effective on July 1, 2024. As part of this, Cal/OSHA has recently published its initial draft Workplace Violence Prevention regulation. This "Revised Discussion Draft" can be downloaded at bit.ly/Violence-Prevention.
- **Job-protected leave for crime victims** – AB 2499, which seeks to expand uncapped job-protected leave for an employee who is a crime victim or has a family member who is a crime victim, has been passed by the legislature. Governor Newsom now has until September 30 to sign or veto this bill.

Approved regulations and other issues that we've been following:

- **L.A. County's Fair Chance Hiring Ordinance** – The required workplace posting for employers in the unincorporated areas of Los Angeles County to use

to comply with the Fair Chance Hiring Ordinance, which took effect on September 3, 2024, is now available. Visit bit.ly/Fair-Chance-Hiring to download the posting and review the FAQs.

- **L.A.'s Freelance Workers Protections Ordinance** – The City of Los Angeles has released its "Model Contract," a blueprint for compliance with the Freelance Workers Protections Ordinance which took effect last July. You can download this model contract, as well as other documents related to this ordinance, in the "Freelance Worker Protections" section at bit.ly/Freelance-Protection.

Legislation we've been following that did not pass:

- **Use of AI by employers** – AB 2930 would have regulated the use of artificial intelligence (AI) in automated decision tools that make consequential decisions, in order to combat "algorithmic discrimination."

WE'RE LOOKING OUT FOR YOU!

HUMAN RESOURCES

HOW TO DISCUSS HYGIENE WITH EMPLOYEES

Say you've received complaints about an employee's hygiene. What should you do?

As with any sensitive topic, address the poor hygiene privately, empathetically and directly with the employee. A compassionate and straightforward approach is usually best. Hold the conversation towards the end of the day so the employee doesn't have to spend too much of their workday feeling self-conscious.

If this will be your first conversation with the employee about their hygiene, then there shouldn't be any need for discipline or a formal write-up. Simply explain to them how their hygiene is affecting

the workplace, citing any relevant company policies.

Avoid speculating about the cause of the poor hygiene or offering suggestions for how to improve it. Instead, focus on expectations and leave it to the employee to figure out how to meet them. On rare occasions, poor hygiene may be the result of an illness, medication, disability or the consequence of a religious preference. If the employee brings up any of these things, you may need to consider whether offering an accommodation is appropriate.

Source: HRBIZZ

A COMPASSIONATE AND STRAIGHTFORWARD APPROACH IS USUALLY BEST.

ADVANTAGE COLORGRAPHICS PURCHASES SECOND LANDA PRESS

Advantage ColorGraphics, a fast-growing printer based in Anaheim, California, has ordered its second Landa Digital Printing press, a Landa S11P. Delivery of this press, which will include seven colors and the new 11K module supporting 11,200 SPH, is anticipated by the end of the year. For more information, see bit.ly/second-landa.



REMEMBERING URBAN S. HIRSCH III



On August 29, 2024, Urban S. Hirsch III passed away at age 83.

Urban was born on July 30, 1941, in the city where he grew up, Los Angeles. In 1960 Urban moved to Chicago, where he began to work

at Bowers Printing Ink Co. He then returned to Los Angeles in 1968 to help open Bowers' new West Coast operations, where he rose through the ranks to become Vice President. Urban left Bowers in 1985 to start Ink Systems Inc., a service-oriented in-

plant and custom ink manufacturing company.

As the President of Ink Systems, Urban was very heavily involved in the graphic communications industry. He served on our Association's Board from 2000 to 2009 and was honored as our Executive of the Year in 2007. In addition, Urban was also elected President of the National Association of Printing Ink Manufacturers (NAPIM) in 1997, and was recognized by NAPIM with its highest honor, the Ault Award, in 2009.

Urban enjoyed many passions. He loved his home in Benedict Canyon, which remained under constant construction for all 50 years he lived there. He loved

collecting pre-1916 motorcycles and old roadsters, being a member of the Hamsters' Motorcycle Club, and driving out each year to attend the Sturgis Motorcycle Rally in South Dakota. Urban loved family and hosted multiple gatherings every year for both close and distant relatives from all branches. He enjoyed life to the fullest and he helped others around him to do the same.

Urban was preceded in death by his first wife Judy. He is survived by his sons Paul (Yesenia) and Carl (Kim), his partner Jennifer Jeffries, his sisters Rita (David) Wells and Karen (Steve) Bershad, two nieces, one nephew, four dogs and four grandchildren he adored.

BY THE NUMBERS



\$165,600 COLLECTED

\$165,600 in unpaid invoices successfully collected through our partnership with AG Adjustments



\$250,000 SAVED

PIA members have saved over \$250,000 on UPS shipping through our members-only discount program.

CLASSIFIED

FOR LEASE:

52,250 square foot property in an industrial neighborhood. Structure description: Free standing, concrete tilt up, single story dock-high building with a double wood bow truss roof (remodeled 1999). Building size: 25,200 square feet. For more information, contact Virla Clark at (310) 897-9411 or virlaclark@gmail.com.

FOR LEASE:

Huge price reduction! 17,480 square foot industrial building in Bell Gardens, California, with heavy power and yard. For more information, please call Lui Salazar at (213) 270-2229.



NEW LOOK!

Let us know what you think at info@piasc.org.

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EVENTS CALENDAR

For full list of events, please visit www.piasc.org/events

R.A.I.S.E. Paper Surplus Drive
Thursday – Friday October 17 - 18
Anaheim, CA
Contact Kristy Villanueva at kristy@piasc.org

Los Angeles Printers Fair
October 19 – 20
10:00 AM – 4:00 PM PT
Carson, CA
bit.ly/LA-printers-fair

Mail Design Consultant Workshop
October 21, 22 & 23 10:00 AM - 11:30 AM
and October 24 10:00 AM to 12:00 PM.
Via Zoom
bit.ly/MailDesign2024PIA

SPOTLIGHT EVENT
2024 AMERICAS PRINT AWARDS
Thursday, October 17
12:00PM PT

Who is the best of the best in the U.S.A.? Answering this question is what the Americas Print Awards is all about! We are excited to announce the Top 18 winners LIVE on YouTube! Get a 4K experience with detailed video imagery of each winning piece. Don't miss this unique LIVE awards announcement!



[Youtube.com/@americasprintawards](https://www.youtube.com/@americasprintawards)

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NEW LOOK!

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