

May 2018



Under *the* Sun

N E W S L E T T E R



INSIDE THIS ISSUE:

PAGE 2
It's in the "How"

FEATURED ARTICLE
PAGE 3
PICA Awards

PAGE 4
CIO Tech Tip

PAGE 5
Next Generation

PAGE 6
B2B Facebook
Marketing

PAGE 7
Print is Nonintrusive

PAGE 8
Featured Promotional
Product



IT'S IN THE "HOW"

"Sustained business success year after year requires a passion for what you do, and for how you do it."
—Jim Blasingame, small-business expert and host of *The Small-Business Advocate Show*

The most successful business professionals on the planet have all talked about needing a passion for making a company or an idea succeed. We give a lot of attention to the drive or desire for achievement, faith in a product or skill set, and the hunger for success. But the not-so-glamorous side of success is being able to actually run the business.

Having a passion for the day-to-day running of your business is the only way to truly find long-lasting success or growth. Entrepreneurs who can find fulfillment in "how" their business runs are more likely to see continued success.

Managing Tasks

When you put as much drive into the tedious tasks as you put into your business's offerings, you'll create greater growth opportunities across the board. Start by recognizing the business tasks that seem difficult or not ideal.

Managing Employees

Employees should be one of your greatest resources. Be honest with yourself: do you think your employees are an asset or a problem? Do you need to change your attitude or your employees?

Managing Customers

When it comes to customers,

remember that dealing with your toughest customers will often bring to the surface deficiencies or holes in your systems. Use these interactions to improve your processes or products.

Managing Money

Pay attention to your finances. It is essential that your payables do not exceed your receivables. Have your finger on the pulse of this part of your business. Money management should be a priority.

By understanding the rough patches in your day-to-day operations, you will have a greater chance of overcoming your shortfalls.

PICA Awards



The Printing Industry of the Carolinas (PICA) has announced that Sun Solutions of West Columbia is an award winner in the 2017 PICA Awards Competition. The announcement was made March 24, 2018, during the 2017 PICA Awards Banquet in Greensboro, North Carolina, with more than 250 industry professionals in attendance. The PICA Awards competition is celebrating its 52nd season and continues to be one of the largest printing contests in the nation.

FujiFilm Award for Best Wide Format Printing

10 Best of Category Awards

8 Special Judges Awards

8 Awards of Excellence



"Example is not the main thing in influencing other people; it's the only thing."

— *Abraham Lincoln*

"The secret of getting ahead is getting started."

— *Agatha Christie*

"If you always do what you've always done, you'll always get what you've always got!"

— *Alan Scott*

"Entrepreneurship is living a few years of your life like most people won't so that you can spend the rest of your life like most people can't."

— *Anonymous*

"The longer you're not taking action, the more money you're losing."

— *Catherine Cook*

"Leaders don't force people to follow; they invite them on a journey."

— *Charles S. Lauer*

"The best time to plant a tree is 20 years ago. The second-best time is now."

— *Chinese Proverb*

"Our business in life is not to get ahead of others, but to get ahead of ourselves."

— *E. Joseph Cossman*



Communication Print & Media Delivered

Did You Know?

- » Fredric Baur invented the Pringles can. When he passed away in 2008, his ashes were buried in one.
- » Johnny Cash's song "A Boy Named Sue" was penned by the beloved children's author Shel Silverstein.
- » Ben & Jerry learned how to make ice cream by taking a five-dollar correspondence course offered by Penn State.
- » Carly Simon's dad is the Simon of Simon and Schuster. He co-founded the company.
- » When the mummy of Ramses II was sent to France in the mid-1970s, it was issued a passport. Ramses' occupation? "King (deceased)."
- » Kool-Aid was originally marketed as "Fruit Smack."
- » Only female mosquitoes will bite you.
- » "Jay" used to be slang for "foolish person." That's why when a pedestrian ignored street signs, he or she was referred to as a "jaywalker."
- » Duncan Hines was a popular restaurant critic who also wrote a book that recommended hotels.

CIO TECH TIP

Social Engineering

Social engineers get personal information or access to computing systems by exploiting people's natural tendency to trust and be helpful, or by taking advantage of our tendency to act quickly when faced with a crisis.

Some common examples of Social Engineering are:

- **Phishing** – Email that appears to be from someone official or familiar attempting to trick you into revealing personal information.
- **Fake e-Cards or job openings** – Email pretending an attachment is an electronic greeting card or a job opening from a "friend."
- **Phony security alerts** – Email or pop-up windows warning that your computer is at risk of being infected or hacked.
- **"Click this link" scams** – Email or social networking sites trying to get you to click on a link in order to claim a great offer, etc.

How to protect yourself from social engineering:

- Don't give out private information or passwords unless it is necessary.
- Only click on links from trusted sources.
- Delete unsolicited emails.
- If an offer sounds too good to be true, it probably is.

A special thanks to our CIO, Chris Hinch, for providing this tech tip.



THE NEXT GENERATION: BROCHURES & CATALOGS

The tried-and-true staples of marketing should be in every business's print assets. Brochures and catalogs are recognized elements of any marketing campaign and should be included in every marketing portfolio.

Plain and simple, brochures and catalogs are effective. But don't think that they are old and outdated just because they have stood the test of time. Innovations in print have made the simple brochure or catalog as modern as any marketing idea out there.

Consider the use of QR codes or augmented reality that can add a new dimension to any asset and connect all of your print and digital offerings together. Or how about a secret reveal?

Special inks can use light, heat, or water to reveal hidden surprises almost as if they are right out of a science-fiction movie. Take your brochures and catalogs to the next level today!



Business Funnies®



"This one has three speeds: fast, slow, and mosey."

Are You Listening?

Have you ever been surfing your social-media account and discovered a negative review of your product or business that was posted by someone you thought was a loyal customer? It happens. What do you do about it?

Listen harder!

The chances are that you may have missed multiple opportunities to hear that your customer was struggling with your product or lacked enough information for a successful outcome from your services. Go back to that customer, either in person or by phone, and ask where you went wrong. Yes, that's right, how **you** went wrong.

Approaching it from the perspective that you were wrong helps you learn from your weaknesses. By knowing your weak points, you can do what you need to do to improve. Your willingness to seek their input will give you knowledge for future satisfaction.

B2B FACEBOOK MARKETING

B2B Facebook marketing doesn't have to be boring. You should show the human side of your business with storytelling and brand building, while putting effort into building relationships with your audience. By being accessible to your audience to solve their problems and show them what makes your business tick, you'll be able to separate yourself from the competition and build a following and an engaged community.



Tell Stories

Stories can help you build that emotional connection and the type of customer relationship you need to create a Facebook community and long-lasting client relationships. You can tell both your brand's story and, by extension, the stories of your customers. Incorporate case studies and client testimonies on how your business had a positive impact and how valuable your platform is.

Use More Video

Video gets more engagement than other types of posts without it, and it can help you portray more information in a shorter amount of time. This is true for both video ads and organic video that appear in users' feeds. Fifteen seconds of video gives you a lot more room to tell a lot more story than a text-based post, which can be overwhelming to read and is more likely to lose user interest.

Go Live

Because B2B requires a certain amount of professionalism, it can be difficult to show your authentic personality. The way around this is to feature the real people behind the brand. An excellent strategy you can use for this purpose is Facebook Live. It is broadcasted in real time, and it's a fantastic way to show users your actual personality. It's not edited, and even if it's scripted, you'll be able to still be reacting in the moment to user questions and anything else that comes up.

Adjust your Ad Strategies

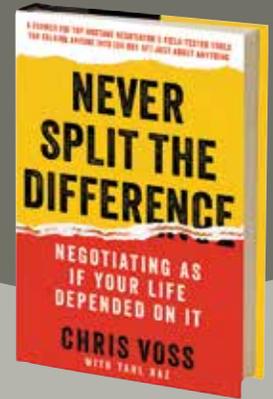
Unsurprisingly, B2B Facebook Ads will look a lot different than the average B2C ad. There's several things that you should keep in mind. This includes targeting the right people. You aren't just going after certain demographics, after all— your product and brand serves a distinct purpose.

Article sourced from www.business2community.com



PRINT IS NONINTRUSIVE

The perpetual interruptions of digital ads have led to a digital blindness that impedes good returns on Web ads and many other forms of digital marketing. The beauty of print is someone else's advertisement cannot pop up and interrupt your message.



Never Split the Difference: Negotiating as if Your Life Depended on It

by Chris Voss with Tahl Raz

Don't we all want to get better deals or get larger paydays for our work? Former FBI negotiator Chris Voss has turned decades of dealing with kidnapers, terrorists, and bank robbers into a foolproof process for negotiating anything. It doesn't matter if you are working on the biggest contract deal of your life or trying to get a lower cable bill, Voss wants you to see them all as chances to use his negotiating formula.

Never Split the Difference reads like a thriller. Voss takes us inside some of the most crucial and sometimes the craziest standoffs with the criminal minds of kidnapers. He walks through the history of FBI negotiation techniques, what worked and what didn't, and how his techniques in this book were vetted by some of the finest business schools in the country.

Voss outlines a few very specific techniques. He teaches by example, and it really does take the entire read to "see" his techniques come to life.



When your customer picks up your material, they can focus exactly where you direct them. Your voice is not drowned out by any other noise. They have chosen the time and place to read your material and can do so without interruption. This choice makes them more receptive to your call to action than the ceaseless digital hammering of pop-up ads that are constantly in their face when they're online.

When your message is important, the best marketing strategy includes print. There are infinite options to choose from, and there's always a perfect solution.

When you carefully choose which resource to use, whether that's the perfect brochure or the biggest sign on the block, you can celebrate knowing that your words will not be interrupted by some annoying pop-up.

Take advantage of the attention your customers give you when they choose to read your postcard or your sales letter. You can deliver your information without competition. Focus on your whole message and ask for that sale, encourage further communication, or educate your audience, and know you have their undivided attention.

FEATURED PROMOTIONAL PRODUCT



O2COOL Large Delux Misting Fan

A cool way to promote your business while it's warming up outside! Provides a fine mist of water and a powerful fan to keep you cool. Red & blue are both in stock right now. Great for Memorial Day!

Product Size: 3-1/8" w x 10-1/2" h x 3-3/4" d
 Side 1-1/8" w x 3/4" h; max. 1 color
 Standard production time: 5 business days

Contact your Sun sales representative or call 803.791.1786 for more information on how to order.



MAY Birthdays

Gage Mizzell	5/09	James Stroman	5/17	Keisha Crain	5/23
Sandra Hardy	5/12	Roger Woods	5/19	Guillermo Sanchez	5/25
Linda Scott	5/15	Karen Jarvis	5/20	Dylan Fouste	5/27

MAY Anniversaries

There are no anniversaries this month.

Under The Sun Newsletter

Sun Solutions
 345 Dreher Road
 West Columbia, SC 29169

Phone
 803.791.1786 Local
 800.523.7058 Toll Free

E-mail
 Letters to the Editor
Jacob.Cook@SunSolutionsUSA.com
 Customer Service
info@SunSolutionsUSA.com

Fax
 803.794.9487

Web
www.SunSolutionsUSA.com

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

SUN SOLUTIONS IS PROUD TO BE A

