



June 2018

Under *the* Sun

N E W S L E T T E R



INSIDE THIS ISSUE:

PAGE 2

The Experience
Economy

PAGE 3

Print Hits the Bull's-eye

PAGE 4

Get to Inbox Zero with
These Tips

PAGE 5

Sun Wins Trotec Award

PAGE 6

Tech Tip

PAGE 7

Want to be
Indispensable?

PAGE 8

Featured Promotional
Product



THE EXPERIENCE ECONOMY

Quality is no longer the number one reason customers choose where they spend their money. That doesn't mean they don't value quality or are not willing to pay for it, but rather the current customer-retention trend focuses more on the experience a customer has with a brand or product.

In today's culture, where many businesses are masters of their particular craft, quality is assumed. Because of this, it is the customer's experience that rewards you with repeat business. The way a company taps into that experience trend is through the story the brand tells.

Customers want to relate to the products they buy, which means that finding a way to convey shared values through your marketing message is how to capture loyalty for your brand and your products.

Taken at face value, one could mistakenly think that customers only want what's cheaper or faster. But offering lower prices or a quicker

turnaround does not always inspire loyalty. Price does matter, but consumer confidence matters even more. If that consumer confidence is high, they will be willing to trust your brand and "buy in" to what you stand for as a member of the community.

The best way to focus on the experience of your brand or product is to craft your marketing messages around the people you affect. Remember to make it personal and share your experience of times you and your company gave back.

Share your experience with stories of your own to build the consumer confidence you need to generate repeat business.



Try These Ideas

- » Testimonial—Share an emotional success story.
- » Charitable Activity—Share an emotional story of how your company gives back to your community.
- » Valued Employees—Share an emotional story of the difference your company makes to your employees' lives and the lives of their families.

PRINT HITS THE BULL'S-EYE

Marketing with print allows you to pinpoint your target audience with a high level of accuracy. The ability to get your message to exactly who you want, when you want is a perfect fit with any of your print pieces.



With variable-data printing, you can target the right message to the right audience, customized and individualized. You can send the same exact mailer to each name on your mailing list, but you don't have to. That's the beauty of today's print technology.

Readers choose to pay attention to printed material and read more than the digital advertisements that interrupt their online experience. Statistics show that in addition to reading more of the content, direct-mail pieces are read by over 80 percent of the people who receive them.

People love the tangible feel of print. To hold your marketing material in their hand, read the message, see your visual story, and interact with your communication in the physical world means more to customers than you might think.

Print is the perfect tool to cut through all of the clutter and reach your target audience. No matter how you distribute your print materials, your customers appreciate the touch of your print message. They will save it and share it person-to-person, face-to-face. There's no better influencer for brand awareness than that.



"Certain things catch your eye, but pursue only those that capture the heart."
— *Ancient Indian Proverb*

"The key to successful leadership today is influence, not authority."
— *Ken Blanchard*

"You do not lead by hitting people over the head—that's assault, not leadership."
— *Dwight D. Eisenhower*

"What good is an idea if it remains an idea? Try. Experiment. Iterate. Fail. Try again. Change the world."
— *Simon Sinek*

"Finding opportunity is a matter of believing it's there."
— *Barbara Corcoran*

"There's a way to do it better—find it."
— *Thomas Edison*

"If you are not taking care of your customer, your competitor will."
— *Bob Hooley*

"Either you run the day or the day runs you."
— *Jim Rohn*

"The only person you are destined to become is the person you decide to be."
— *Ralph Waldo Emerson*

"If the wind will not serve, take to the oars."
— *Latin Proverb*

GET TO INBOX ZERO WITH THESE 3 TIPS

Do you find it difficult to respond to all the emails in your inbox, and sort through all the junk?

Our inboxes have become command central for our businesses, and learning to manage them well is incredibly important. In this newsletter, I want to offer you 3 tips that I've learned in my years as a professional planner to dramatically minimize the time wasted and allows me to spend more time in pursuit of my ideal clients.

1

REDUCE YOUR EMAIL LOAD WITH UNROLL.ME

This is one of my favorite tools for cleaning up your inbox. Just link it to your email account and it will pull up all of your subscriptions. Go through them one-by-one and unsubscribe with one click or do it in bulk. And – even better yet – for the ones you want to keep, you can roll them up into a single digest so you only get ONE marketing email per week that holds all your favorite pieces of information. This DRAMATICALLY reduces my email load and helps me focus on getting back to clients and getting through the time-sensitive responses.

GET MORE WORK DONE, WITH LESS INTERRUPTIONS USING GMAIL OFFLINE

This tool was built to help teams communicate more seamlessly and efficiently. You know those long group-chat thread emails that get longer and longer? Imagine moving those OUT of your inbox and INTO a place that's more effective? You can organize conversations by topic or project – add people only to relevant conversations – and attach files, emojis and gifs. And, best of all, the platform is FREE to use and totally searchable, up to 10,000 messages (at which point it's about \$6/month per user!)

2

MANAGE INTERNAL TEAM COMMUNICATIONS WITH SLACK

3

Event planners are known as road warriors. But whether you'll be flying in the air without wifi access or you just need to focus on cleaning out your inbox, this Gmail Offline extension for the Chrome browser, downloads your emails and then lets you respond, sort and work as if you were online. Then – as soon as you have connection – it automatically updates your inbox to match all the work you did. I like the idea of using this for an hour a day to get through emails without the distractions of social media or new emails popping in every 2 minutes!

Article sourced from www.business2community.

SUN SOLUTIONS WINS TROTEC AWARD!!!



We are proud to announce that Sun Solutions has won the "20 Years of Setting New Standards" contest put on by Trotec! As a prize we have received a Speedy 360 Flexx 80/30 laser engraver for a year!

In celebration of Trotec's 20th anniversary, Trotec laser users were to submit pictures of their most exciting, creative or unique laser project produced on their equipment. The contest was held in

September of 2017. Sun Solutions entered a laser-engraved violin created by our Grand Format Print and Laser Technical Director **Dylan Foust**.



20 winners were selected based on various criteria whether that be inspiring implementation of graphic ideas, unprecedented creativity, the use of new technology or traditional workpieces or unbelievable attention to detail. Dylan's violin ticked the boxes with elements created using the etching, routing and stitching techniques.

Sun Solutions is the first winner EVER from the United States!



A special thanks goes out to Dylan for creating this amazing piece of art. We are fortunate to have him and his talent on our team!



What Customers Really Want

What makes you say "Same stuff, different day"?

The answer to that question is the key to giving your customers what they really want. Customers leave clues to what they want all the time. You just have to be looking for them. Is something selling well? Are you getting the same questions or complaints from multiple people?

Capitalize on the revelations those questions provide. Create resources to help your customers think differently, and design your marketing to take advantage of those products or services that sell like hotcakes.

Need help? Give us a call, and we'll help you explore options to get you and your customers out of a marketing rut.



Communication Print & Media **Delivered**

Did You Know?

- » An average beef cow produces enough meat to make about 4,500 hamburgers at McDonald's.
- » An iPhone with 32GB of space weighs about 0.000000000000000008 grams more when its hard drive is full vs. empty.
- » The apple tree is a member of the rose family (*Rosaceae*).
- » Dogs are just as good at finding truffles as pigs, which is why today dogs are more commonly used for this.
- » You could fit three entire United Kingdoms in the state of Texas.
- » The opposite sides of a dice cube always add up to seven.
- » You have no sense of smell when you are asleep.
- » There is about 200 times more gold in the world's oceans than there has been mined in all of human history.
- » Shakespeare spelled his own name several different ways.
- » Pieces of bread were used to erase pencil lead before rubber came into use.
- » It's a criminal offense to drive around in a dirty car in Russia.

CIO TECH TIP

UNSOLICITED BULK ADVERTISING

Never open unsolicited bulk advertising that you receive via email.

When you get what is obviously an example of unsolicited bulk advertising in your inbox (SPAM), do not click on the message or open it. Just clicking on the message can signal to the sender that your email address is valid and will encourage them to send you more. The message might also contain an attachment with malware that will infect your computer or mobile device. Mark the message as "spam" to train your email program to ignore similar messages in the future.

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



WANT TO BE INDISPENSABLE?

We all want to be considered an essential part of the team, but there is an actionable difference between thinking the team couldn't survive without you and actually being indispensable.

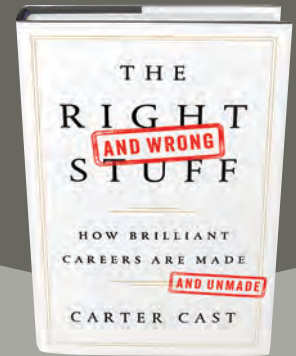
Interviews with top-level managers describe their best team players as having the following traits and work behaviors.

1. Always go the extra mile to do the work you're paid to do.
2. Watch and know the company's bottom line to know how to add value.
3. Embrace change and believe that with change comes opportunity.
4. Help your boss to meet their goals.
5. Offer solutions to challenges or problems in your area.
6. Aim for excellence in every piece of work you do.
7. Focus more on the work that matters.
8. Excel in a few great skills and become the "go to" person for those skills at work.
9. Keep your promises and commitments to your manager and colleagues.
10. Network extensively. The opportunity to network is everywhere.
11. Keep up with advancements in your field.
12. Ignore distractors and focus on meeting your objectives.
13. Be a thought leader and apply yourself in a way that provides value for your team or company.
14. Take the initiative.
15. Always share knowledge and demonstrate your worth.
16. Anticipate your boss's needs.
17. Seek to gain more knowledge by taking classes or attending seminars or lectures.
18. Develop and use good judgment.
19. Stay positive and mentally sharp.
20. Don't be afraid to take ownership and take the lead.

Top managers create top-performing teams that incorporate these values. Whether you are working your way up the ladder and need to utilize some of these traits to get ahead or are managing a team, this list of indispensable principles will serve you well.



Books in Review



The Right and Wrong Stuff

by Carter Cast

We've all been one of the archetypes laid out by Carter Cast in his latest book, *The Right and Wrong Stuff*. If you think back to when you first started your professional career, you can probably remember the cringe-worthy moments that made you change or get passed over.

Cast describes five types of people in business; each type has the potential to derail their careers without even realizing it. Cast also theorizes that, at some point in each of our careers, we fit one or more of these archetypes, and at those points we probably have a hard lesson to learn.

In his book, Cast provides tools to recognize the traits that hold you back, recognize what your true motivations are, and overcome any weaknesses that could potentially derail you. He wants to clue you in on your potential and help guide you to the path of success.

With anecdotal stories that are both funny and painful as a means to show readers his philosophy, Cast uses great storytelling in this fun guide to growing your

FEATURED PROMOTIONAL PRODUCT



The Wedge™ Mobile Device Stand

A valuable addition to any desktop, this product serves as a device stand and screen cleaner. The silky side polishes any gloss surface and the soft, plush bottom serves as a screen cleaner. The Wedge™ features a custom Dye Sub Imprint with your choice of plush bottom.

Product Size: 4" W x 5" H x 3.5" D

Plush Colors: Ash, Black, Cyan, Light Green, Navy, Red, Rust

Contact your sales rep for ordering information! If you do not have a sales rep, email BrandedMerch@SunSolutionsUSA-.com for special pricing or call 803.791.1786 for more information on how to order.



Communication Print & Media **Delivered**



JUNE Birthdays

Rob Hoffman	6/01	Ben Powers	6/13	Curtis Salters	6/25
Michael Quilty	6/05	David Jenks	6/15	Bobby Ward	6/26
Curtis Brigman	6/05	Ellis Gray	6/20	Valarie Canzater	6/29

JUNE Anniversaries

Becky Cobb 3 Years Marie Jackson 3 Years Sabrina Battle 20 Years

*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



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