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Under *the* Sun

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MADE YOU LOOK MARKETING IS NOW A PART OF SUN SOLUTIONS



We are so excited to announce that Keisha Crain and Sandra Hardy have joined our Branded Merchandise team!

Keisha gained 14 years of experience while owning her own branded merchandise business, Made You Look Marketing. She has extensive relationships in the industry and serves on the CAAMP board.

Sandra has worked with Keisha over the last year in the role of handling the administrative side of Made You Look Marketing.



Pictured is the “Spark” stainless steel thermal tumbler.

12 oz double wall 18/8 stainless steel thermal tumbler with copper vacuum insulation.

- Stainless steel rim
- Clear push-on lid
- Swivel closure
- Powder coated finish
- Retail gift box included
- Hot 8 hours/Cold 16 hours

PRINT: STAR OF ITS OWN UNIVERSE

One of the most significant advantages of print is density. There are fewer print pieces bombarding your customers than digital noise. Your print piece has the benefit of position, no matter where your materials are placed.



Digital ads have to fight hard for position in the most crowded space on the planet. From email to social media and all the websites in between, there is so much competition that it's hard to stand out. Not to mention the impression charges from digital ads don't always leave an impression on your target audience.

Print is different. Print is the star of its own universe. When your print pieces fall into the hands of your customers, their attention is undivided for the moment. It is stand-alone and doesn't rely on your viewer to divert their attention away from what they were doing

or the article they were reading. They picked up your print piece with the intention of giving it their complete attention.

Never underestimate the power that your print piece has on your audience. The diversity and flexibility in layout and message are all under your control. Whether it is a long format, allowing your audience to read lots of information, or something quick and attention-grabbing, a quality printed piece causes the reader to focus while you deliver your message. Only print is deliberate. Your customer chooses to pick it up and read it.



"The way to get started is to quit talking and begin doing."
— *Walt Disney*

"Never give in except to convictions of honor and good sense."
— *Winston Churchill*

"Stop chasing the money and start chasing the passion."
— *Tony Hsieh*

"If you are not willing to risk the usual, you will have to settle for the ordinary."
— *Jim Rohn*

"The real test is not whether you avoid this failure, because you won't. It's whether you let it harden or shame you into inaction, or whether you learn from it; whether you choose to persevere."
— *Barack Obama*

"A successful man is one who can lay a firm foundation with the bricks that others throw at him."
— *David Brinkley*

"I never dreamed about success; I worked for it."
— *Estee Lauder*

"There is a powerful, driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality."
— *Anthony Robbins*

CIO TECH TIP

Lock Screen Shortcut

It is important to lock the computer when the user leaves it, this will prevent someone from abusing someone else's network security access.

- **Create a new shortcut (right-click the desktop, select New > Shortcut)**
- **In the "type the location of the item" field, type: RUNDLL32.EXE user32.dll LockWorkStation**
- **Press the Next button**
- **In the Type the name of the shortcut field, type: Lock Screen**
- **Press the Finish button**

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



Did You Know?

- » Putting sugar on a cut or wound reduces pain and speeds up the healing process.
- » Loneliness weakens immunity; having family and friends increases immunity by 60%.
- » Soldiers from every country salute with their right hand.
- » The human brain is more active during sleep than during the day.
- » 85% of Earth's plant life is found in its oceans.
- » Fire usually moves faster uphill than downhill.
- » A duck can't walk without bobbing its head.
- » Australia is the only continent without an active volcano.
- » Curly-hair follicles are oval, while straight-hair follicles are round.
- » Cows don't have upper front teeth.
- » Black on yellow are the two colors with the strongest impact.
- » Your most sensitive finger is your index finger.
- » Ants stretch when they wake up in the morning.
- » The acids found in a snake's stomach can digest bones and teeth but not fur or hair.



Business
Funnies®

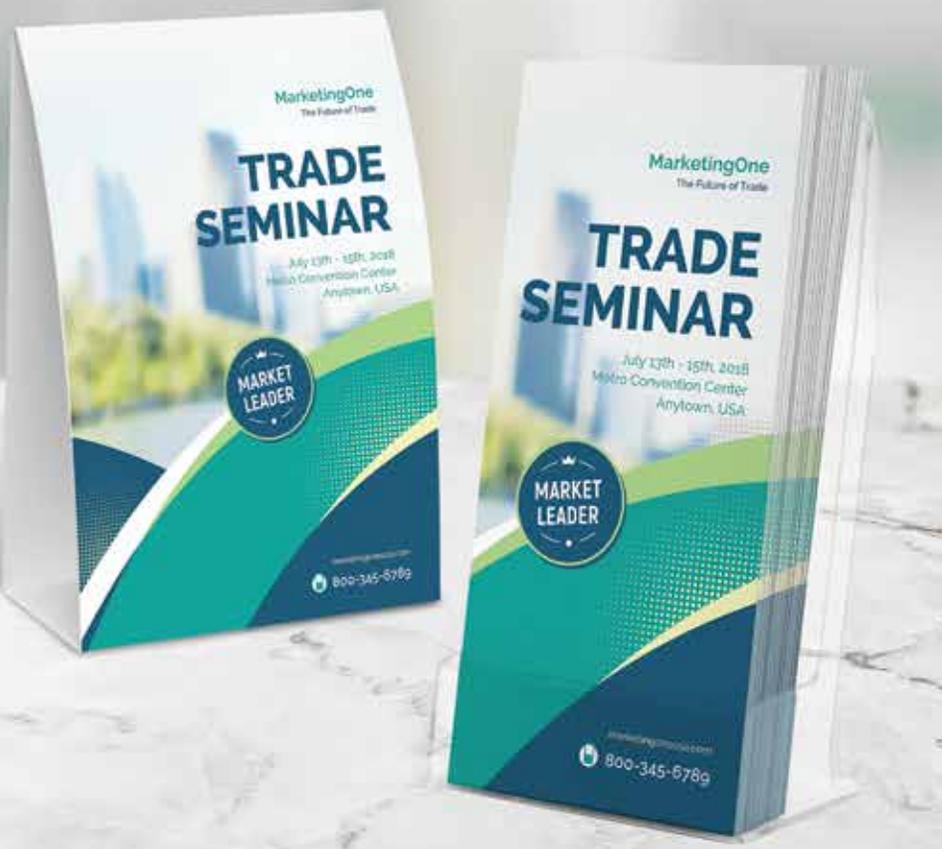
TABLE TENTS & RACK CARDS

Have you ever sat down at a table with a table tent on it and not read it? Neither have your customers. Take advantage of the universal curiosity of your guests.

You can get a little creative at the same time. Think table tents are all triangles and flat surfaces? Think again.

The diversity of die-cut possibilities is endless. The three-dimensional shapes that are waiting to make your message stand out are limitless. No matter what your message is, there is a unique shape to help it pop!

Why stop with table tents? Bring the same uniqueness to your rack cards! Let your imagination run wild with any shape you can imagine.



"The 'Just Right' is outselling these by a mile."

Customer **Care**

How to Care Well

Customer service is one of the hardest jobs. Who has to calm angry customers and endure rude and often unpleasant phone calls more than your customer-care team?

Training them on what not to say or how not to react is just as important as their knowledge of your products and services.

Do Not Say:

1. You are wrong.
2. That's not something I can help you with.
3. That's our policy.
4. Listen to me.
5. Sorry.
6. Calm down.
7. It's not our fault.

Instead of these phrases that are momentum stoppers, as if to say "too bad" to the customer, use positive phrases that show that there is a continuing effort to resolve the issue.



WHO ARE YOUR INFLUENCERS?

Your target audience members have a few things in common that are important for you to understand. They may have similar needs, live in similar areas, or have similar interests. These commonalities are part of the reason you market the way you do. One focus you might be missing, however, is to understand and take advantage of the influencers who also have their attention.

Influencers can be powerful allies for your products or services. But understanding who or what they are and how to use them to your advantage are sometimes not all that obvious.

Celebrity & Social-Media Stars

The most unattainable influencers are famous people and famous brands. They can make or break your brand with a single tweet. Though it would be nice to have them on your side, it's not a good use of your energy to go after these types of influencers.

Macro-Influencers

Executives, successful bloggers, and journalists are the next circle of influencers that might be more reachable. Who do your customers listen to? Those individuals should be part of your target audience for your brand.

Micro-Influencers

Existing customers and your own employees can influence the success of your brand. Continued connection to your customers helps you to come to mind when they need to talk about your products and your services.



- » Ask customers who they read and how they stay on top of the trends in your industry.
- » Reward their influence when you see and hear about it.
- » Ask for their influence not with a press release, but with a phone call or personal letter or email.

AGILE FOR ANY INDUSTRY

If you have not yet heard of Agile, chances are you might not be in the tech industry. Developed by teams of programmers and computer techs to manage projects more efficiently and creatively, Agile has been making its way to all sectors and all industries that work with teams.

In a quick overview, Agile sets out 12 rules for project efficiency and team creativity. Of these 12 rules, if you adopt the following three, you may find that your employees or team members begin to take more initiative, be more creative, and work together more resourcefully.

Agile Rule 5

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

Agile Rule 11

The best architectures, requirements, and designs emerge from self-organizing teams.

Agile Rule 12

At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Giving teams a sense of autonomy and purpose is part

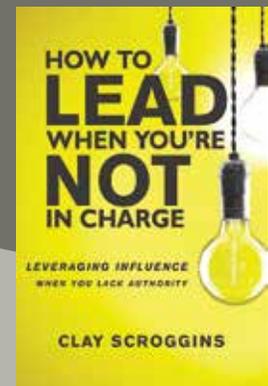
of the backbone of using Agile to manage teams and projects. Allowing teams to self-organize produces leaders and encourages more natural roles to develop within teams. Step 12 is a natural way to encourage accountability and performance evaluation.

To learn more about how to use Agile to advance your teams' success, there are a number of books and websites with guidelines and adaptations to other industries. You could see the kind of success that NPR saw by reducing their production costs by 60% by adopting Agile and Scrum (a specific project-management technique within the parameters of Agile) for their teams.

Start with Jeff Sutherland's book *Scrum: The Art of Doing Twice the Work in Half the Time* to learn practical ways to adapt Agile to any business.



Books in Review



How to Lead when You're Not in Charge

by Clay Scroggins

Clay Scroggins, once a bad boss himself, has taken a very popular and successful speech on becoming a leader (even when you are not the boss) and turned it into this book. His career as a pastor influences the anecdotal stories throughout the book.

He focuses on identity in Chapter Four, breaking down how to sift through all of our fake identities to find our true self. He believes that living in the many identities that we think others expect us to be keeps us from influencing others. It is our influence, according to Scroggins, that defines leadership.

Chapter Five is the beginning of the "how to" sections. He guides you through steps you can take to become a leader in your own right. He says many times in the book that there is no need to wait to be given authority over others to lead.

For anyone finding it a challenge to lead their employees, this might be a useful read to you and those you are trying to influence.



GEOFENCING: A REVOLUTION IN LOCATION-BASED MARKETING TECHNOLOGY

Mobile marketing has been taken to the next level with geofencing, which gives companies the ability to advertise specifically to potential customers within a certain geographic radius. Geofencing constructs a virtual boundary around a business location using a combination of technologies, including GPS and Radio frequency identifiers.

Enhance Local Sales

Local optimization, or the ability to rank high in local searches, is extremely valuable for most businesses (and their SEO). If you are making efforts to improve your local performance, you need to look into geofencing. Since it is a location-based system, you can target local customers in a defined geographic area. One way to do this is by sending promotions via push notifications to customers in your area. You can easily change promotions each day or have limited-time offers that will lead to increased sales from local customers.

Increase Analytics and Tools for Metric Analysis

Local sales can be difficult to measure. What is it that brought a customer into your shop? If you don't have the

chance to survey every customer who walks through your door, this can be difficult to connect to your online efforts. However, if customers are coming in with your promotions from geofencing, there are a number of metrics you can measure, including their sales, how long they are in your store, and how often they visit your business. All of this can be valuable information that adds depth to your analytics.

Provide Personalization for Customers

Another benefit of geofencing is that it allows you to collect data in order to personalize customer offers. It gives you demographics about the local population, including what kind of offers interest them and get them in your store. If you look at purchase history and realize that local customers prefer a certain product, you can alter your promotions accordingly.

Article courtesy of SalesForce.com

APRIL Birthdays

Michelle Pratt	4/08	Shawn Bunnells	4/16	Courtney Amick	4/21
Owen Bolin	4/09	Belinda Neese	4/19	Bill Worman	4/21
Andrew Reiningger	4/11	Trystan Tingberg	4/19	Frank Neill	4/29

APRIL Anniversaries

Darren Williams	5 years	Zach Brewington	10 years
Vickie Smith	25 years	Shadoe Allmon	3 years
Becca Talley	5 years		

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

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