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Too little training or education about your products or a lack of understanding about your customers can leave unwanted giant gaps in your sales process. Not enough information makes it impossible to complete tasks without making assumptions, and by leaving things to chance, you are allowing any part of your business to rely on suppositions. Knowledge is power. On the other hand, when you give your customers or employees enough information, it can lead to success beyond measure. It’s often said that giving knowledge to the oppressed allows them to overcome the oppressor. On the same token, giving enough understanding to your salespeople gives them the power to overcome objections and to make great sales. Give enough knowledge to your customer, and you’ll build trust and confidence in your products and services and make even more sales and boost customer retention.

Give Knowledge through:

- Robust Onboarding Initial training of employees and the rollout of products and services to customers.

- Lifelong Learning as Company Culture Ongoing training in all departments is an essential part of continued growth.

- Content, Content, Content Marketing materials as well as manuals, training guides, and product guides for in-house and customer use.

- Continuous Gathering of Customer Information Collecting customer feedback at every stage of engagement, as well as employee feedback, is fundamental.

“A little learning is a dangerous thing.” This proverbial phrase is empowering, and it can take down even the mightiest. When it comes to your business or employees, remember that learning is everything.
PRINT IS PERSONAL

Print is not only personal in that it is delivered to you, but you also make the personal choice to pick it up. You receive it from another person, and there is an ownership mentality that kicks in when you’re holding that copy in your hands.

It is this ownership part of the human psyche that you’re tapping into when you send out a print-mail campaign, get your brochure in the hands of your customers, or just hand your business card to another person.

This feeling of personal possession does not trigger with email or other digital formats. This feeling is only accessed through physical touch because it brings familiarity. Remember, people buy what they’re comfortable with. They will take the time to read what is in their hands and are less likely to dismiss it like they might with a digital ad or an interrupting pop-up window.

There’s nothing wrong with tapping into human psychology when designing your advertising and marketing campaigns. The more you can get into the hands of your customers, the better your outcomes will end up being.

You can personalize your print pieces to fit your ideal customers’ desires, and they will literally be able to feel a connection with your products and services.
Did You Know?

» In 1889, the Queen of Italy, Margherita Savoy, ordered the first pizza delivery.

» You can get eel-flavored ice cream in Japan.

» The bobcat is the most common wildcat in North America.

» A cat’s tail contains nearly 10% of all the bones in its body.

» The term “astronaut” comes from Greek words that mean “star” and “sailor.”

» The Nile crocodile can hold its breath underwater for up to two hours while waiting for prey.

» Some people used to believe that kissing a donkey could relieve a toothache.

» To cook an egg, a sidewalk needs to be 158°F.

» A group of jellyfish is not a herd, or a school, or a flock; it’s called a smack.

» At any moment, clouds cover about 60 percent of the Earth.

» Your hair contains traces of gold.

» In Japan, instead of a “man in the moon,” people see a “rabbit in the moon.”

» The mineraloid opal has been discovered on Mars.

Our grand format team had the pleasure of creating signage that was displayed at the Charleston Metro Chamber of Commerce’s "Member-bration" event. The event was held on November 8th at the Gibbes Museum of Art.

The backdrop for The Honors Stage was printed digitally with UV ink on 1/4” clear acrylic.

The large signage was printed digitally with UV ink on 1/2” Gatorplast. The header sign was printed on 3/16” Ultraboard and applied to a 1/2” Gatorplast backer.
FEATURED CUSTOM ENVELOPE

From our family at Sun to yours, Merry Christmas! We hope our custom envelope for this month brings you cheer and the joy of the season.

For the month of December we are highlighting foil patching with our die-cut Christmas tree. Incorporating foil into your mail pieces gives them an upscale look. We love being able to achieve the foil-stamped look with in-line patching.

Are you interested in utilizing unique, custom envelopes to enhance your direct mail marketing?

Contact your sales representative or give us a call at 803.791.1786!

From our family to yours.

Merry Christmas

For more information on envelope converting, visit us online at www.sunsolutionsusa.com/envelopeconverting/

“Can you be a little more specific than ‘sort of bluish’?”

Customer Care

Goal Number One: Consistency

People are uncomfortable with the unknown, and if they never know what they’re going to get when they visit you or contact you, they will never trust you to bring value to their lives.

Customers Come First

A simple way to gauge how you’re doing in valuing your customers is to look at their wait time.

Deliver

No, not door-to-door, deliver on the promises you make—from product quality to ease of returns. Make a brand promise and keep it.

Transparent, Consistent Message

Being open and honest about your services, hours, return policy, and other consumer expectations help the customer know what to expect.
Resolved—Next Year I Will…

The origins of making resolutions for the upcoming year date back to the Babylonians and are rooted deeply in our collective human experience.

Choose a Goal
If you’re having a difficult time picking a resolution, here are some of the most common themes beyond increased fitness and weight loss: improve mental well-being, finances, career, education, self; take a trip; give back; increase spirituality. The main reason people say they don’t make resolutions is that they never stick to them anyway. Here are some ways to help you succeed in achieving your goals:

Make a Promise
Our word is our bond, and we rarely break a promise to others. Why not make the same deal with yourself?

Small Steps
Break your goal down into smaller steps that you can comfortably fit into your schedule.

Reason
Understand your reason for making this goal. If you don’t have a strong reason, then pick a goal that you can get passionate about.

Rewards
Without a reward, you have no reason to achieve. Pick small rewards for your progress and a big reward for your finish.

Once again, it is time to create promises to yourself of things that you will do better, do less of, or quit altogether. The New Year’s resolution list creation is in full swing, or at least will be shortly.

CMS IS MOVING!

Consolidated Mailing Services, CMS, is moving from its N 12th Street location to Silstar Road. We began the moving process on November 5th and are finishing up through the end of 2018.

The new address is:

1141 Silstar Rd.
West Columbia, SC 29170

We appreciate our clients’ patience during this time of transition and are looking forward to utilizing our new, updated facility to its fullest potential. Stay tuned for photos to come of our new space!
The Creative Curve: 
How to Develop the Right Idea, at the Right Time 
by Allen Gannett

Have you ever wondered how to create that product that everyone can’t get enough of or find the perfect tagline that will make everyone remember your brand? Allen Gannett has researched success predictability in a way that may help you find the key to the ideal product or the perfect product launch.

Through researching hundreds of successful companies and products, as well as hundreds of failures, Gannett has uncovered a bell curve that he says will predict the success or failure of an idea. He calls his discovery the “creative curve.”

In short, the creative curve is a bell curve of the time it takes for an unfamiliar idea to be noticed, liked, loved, and then when it becomes outdated or cliché. To be able to find the sweet spot for your product or idea or the perfect time to launch is not a matter of luck or genius; according to Gannett, it is measurable and predictable.
FEATURED PROMOTIONAL PRODUCT
HOLIDAY GIFT LABELS

Need a creative way to label your Christmas gifts?

It is the holiday season, an exciting time filled with joy, laughter and LOTS of Christmas shopping. You’ve purchased your gifts, wrapped them up and now, it’s time to put the finishing touch on: a label!

We have created 6 festive and functional labels to adorn your presents under the tree. You can write directly on them and easily apply them right on to the gift.

A special thanks to our label division, Graphic Label Solutions, for fabricating these!

FROM ALL OF US AT SUN, WE WISH YOU A HAPPY AND HEALTHY HOLIDAY SEASON!

DECEMBER Birthdays
Stanley Clark 12/10
Lisa Corley 12/15
Donna Woodard 12/15
Zach Brewington 12/16
Ronnie Tanner 12/18

DECEMBER Anniversaries
Bryor Hooker 12/19
Eddie Strickland 12/19
Kathi Cook 12/22
Raymond Keyes 12/29

*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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