

December 2020



# Under *the* Sun

N E W S L E T T E R



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# SALES FORECASTING SKILLS

Sales forecasting is an essential endeavor for any business. Improving your ability to see the future of sales at your company means honing the following skills:


**Understanding your business.** Don't leave forecasting to the software and equations. Your ability to understand your business is more important than almost any other factor. You need to make sure you can say "This seems reasonable" for both the forecast model used and the forecast itself.

The ability to develop relevant forecasting processes. You'll need to define the steps to ensure you are using the appropriate data, that the forecast models used make sense, and that you are using the forecast in the way it was intended. Defining responsibilities and being sure they are accepted and executed within the timing rules of your process are essential.

**Understand how the forecast will be used.** The goal of forecasting is to support improved decision making. This means every time you create a forecast, you must choose a level of detail and length of the planning horizon.

**Choose an appropriate model.** Some models use sophisticated mathematics, while others are as simple as using last month's sales to predict this month's sales. While a fancier model doesn't necessarily mean a better model, the important thing is that your forecasting model works.

The bottom line is, don't just trust the software. Be willing to dig in and create the best forecasting model for your business. 🎯



"It is far better to foresee even without certainty than not to foresee at all."

—Henri Poincaré

# YOUR SALES ACHIEVER

Direct-mail marketing is a cost-effective method of reaching your target audience and, when done routinely, one of the most powerful tools for maintaining a strong market presence. Here are four tips to ensure your direct-mail campaign is your biggest sales achiever:



## 1. Mind your mailing list.

Consumer mailing lists can be created by geographic location, income, occupation, or even by type of residence. These lists can be obtained from a variety of local and national resources. For the best results, make sure the list is current. By the time a list is 12-18 months old, up to one-third of the information may be inaccurate.

## 2. There's power in a name.

Address recipients by their actual name, not just a position, title, or generic "valued customer." Also, clean up truncations such as "Co.," "Mfgs.," or "John Smith, Treas.," and

instead, spell these out to increase the professionalism of your mailing.

## 3. Get to the point quickly.

Having deadlines for taking action can increase response rates. To demonstrate credibility, include guarantees such as delivery, follow-up, or best pricing.

## 4. Know when to mail.

Tuesday is typically the lightest mail day of the week, and response rates are greatest during the first 10 days after you've mailed, so plan your mailings to land at the optimal time. [🕒](#)



"Your most unhappy customers are your greatest source of learning."

— *Bill Gates*

"Be undeniably good. No marketing effort or social-media buzzword can be a substitute for that."

— *Anthony Volodkin*

"If people like you, they'll listen to you, but if they trust you, they'll do business with you."

— *Zig Ziglar*

"Wonder what your customer really wants? Ask. Don't tell."

— *Lisa Stone*

"There's nothing wrong with staying small. You can do big things with a small team."

— *Jason Fried*

"The fastest way to change yourself is to hang out with people who are already the way you want to be."

— *Reid Hoffman*

"Nothing works better than just improving your product."

— *Joel Spolsky*

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

— *Helen Keller*

"Ideas are easy. Implementation is hard."

— *Guy Kawasaki*

# COVID VIRUS PROTECTION PRODUCTS

We offer many Covid Virus protection products we can brand for your team or your customers. We have many protection products and can assist you with selecting the right product for your brand and budget.



**QuickCare™ Protect Sanitizer Kit**



**PPE Value Kit**



**Stainless Steel NO Touch Tool with Stylus and Bottle Opener**



**Mini Face Mask Retainer w/J-Hooks**

Call or email our team at Sun to get your order placed today!  
**803-791-1786 or [info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)**

## Featured Product

# YOUR SIMPLE SALES SOLUTION

Looking for a simple yet effective marketing idea that will help get the word out about your company's products or services? It may seem elementary, but product sell sheets are the answer.

Simply put, sell sheets help you sell. Unlike brochures, which are big on detail, sell sheets tend to be more of an introduction to a product or service. This means an effective sell sheet depends on the right combination of attention-grabbing graphics that represent your company well, and text that will entice and engage your reader.

When you're ready to create the right look for your company's sell sheet, trust the experts. We'll help you increase your sales and get the word out about your company. Give us a call or visit our website today! 📍



Business Funnies®



## Customer Care

### Evaluating Your Customer Relations

Here are a few questions to ask as you evaluate the relationships you have with your customers:

- » How would you describe one of your typical customers?
- » If you saw a regular customer at the mall, would you recognize him and know his name?
- » Do you request customer feedback and consider their comments?
- » Do you organize your business schedule around the convenience of your customers?
- » Do your customers keep coming back?

If you have satisfactory answers to these questions, congratulations. If you were unsure how to answer, it's time to brush up on your customer skills. 📍



### Find Your Pace

Keeping several irons in the fire is about more than just keeping up; it's a necessary skill for success.

A frantic schedule seems to make up the pace of contemporary life. Ask almost any working person what "true luxury" would mean, and they'll probably say something like, "Having to think about only one thing at a time." This is why setting a personal pace for your life is essential for your sanity.

One of the biggest blocks to finding a personal pace is stress. Because the brain perceives stress as a completely separate task, it takes up space and blocks out other traits. So getting more done and finding a successful pace will mean setting priorities, organizing, and refocusing your attention.

The most successful people at pace-setting are usually the ones who can tackle and then refocus on one activity after another. Studies suggest that it's easier to do two things at once when what you are trying to accomplish

requires functions farther apart in the brain. That's why you can listen to music and write simultaneously, but it's nearly impossible to talk on the phone and read a book at the same time. The brain is more like a network than like neat compartments; whatever happens in one place spreads and influences the rest.

It also explains why people often do their best work when they're occupied with "mindless" tasks. Simple activities like taking a shower actually stimulate nearby brain areas, making a second activity, such as organizing a report, easier. On the other hand, high-level work—such as reading a lengthy study—impairs functioning in different areas and impedes creative thought.

Finding your personal pace is difficult, but it's crucial to find a focus that works for you. 🎯

### Apps Scene



Google Shopping  
Android, iOS & Web

Google Shopping allows you to search thousands of online stores and see options in one place, including prices, taxes and shipping fees. Get thoughtful recommendations, compare prices, take advantage of exclusive deals, and purchase safely and securely with every order being backed by a Google guarantee. With Google Shopping, you save time and money when shopping online and stop wasting your time hopping from website to website.



Udemy for Business  
Android & iOS

When you need to stay competitive in today's rapidly changing workplace, start focusing on your own professional development with Udemy for Business. Featuring full-fledged courses, Udemy allows you to view your Learning Paths on the go, set your own pace and speed options, interact with instructors, and more. For more information, visit [business.udemy.com](https://business.udemy.com).



Write a Business Plan  
& Business Start Tutorials  
Android

Designed to help you start your business with the right strategy and foundation, this business planning app will coach you through the steps of writing your own plan. You'll also gain valuable insight into common mistakes and pitfalls when creating your first business plan. Built by Alex Genadinik, bestselling author in the business planning world, Write a Business Plan will have you off and running quickly on your path to success.

# REDUCE UNWANTED EMAIL MESSAGES

Unsolicited email is an issue all businesspeople face from time to time. While it's impossible to eliminate all unwanted emails, here are a few ideas to ease the load:

» **Use an alternate email address** when registering for websites or joining newsgroups. Free, Web-based email, such as Gmail, is ideal for these purposes.

» **Pay close attention when filling out online forms.** Ensure you don't inadvertently provide permission to receive offers from third-party vendors unless you want to receive them.

» **Don't follow the "unsubscribe" link from an unsolicited email message.** Sometimes, the unsubscribe link is meant only to let the spammer know that the email address which received it is active. However, if the message comes from a trusted source or was solicited (e.g., you are unsubscribing from an e-newsletter you signed up for previously), go ahead and use the unsubscribe link.

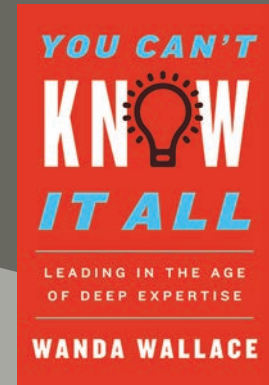
» **Keep your email address private.** When posting messages to user groups or forums, either don't include an email address in your signature line or make it

a secondary one, instead of your primary home or work email. Also, be sure your email address is set to private on all social-media sites and only connect with people you know and trust.

» **Remove email links from your website.** Spambots use these kinds of links to harvest email addresses. If you want people to contact you directly from your website, provide a simple online contact form instead.

» **Always mark it spam.** Instead of merely deleting those unwanted messages, always mark them as spam. This is how the automatic spam filters learn to identify spam and filter it out in the future. Marking emails as spam also tells your provider which email addresses and domains should be considered for everyone.

These tips will not only help protect you from the scammers of the world, but they'll also save your own valuable time and productivity. 🎯



## *You Can't Know It All* —Leading in the Age of Deep Expertise

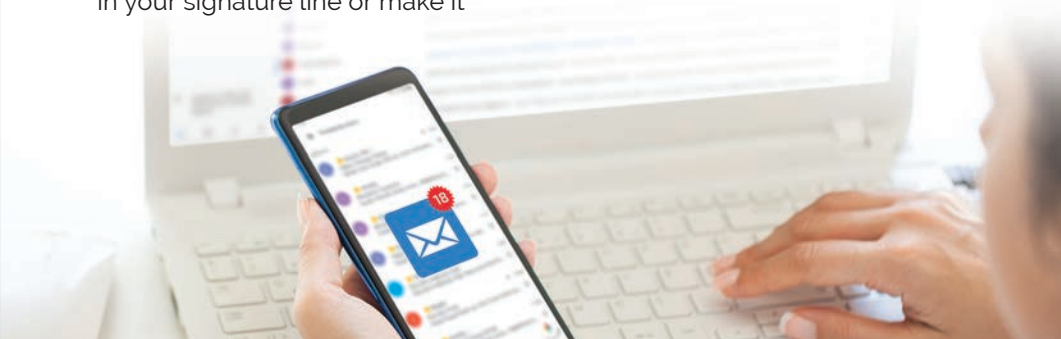
by Wanda Wallace

Leadership is an ever-evolving role. Just when you think you understand how to fill a particular position, something changes. Many leaders continue to "level up" by focusing on expanding their knowledge. But what happens when you're placed into a new leadership position that exceeds your current level of expertise?

In *You Can't Know It All*, Wanda Wallace answers this question by defining two types of leadership styles: the expertise-based leader (e-leadership) and the spanning-based leader (s-leadership).

Wallace walks you through how to take a realistic look at yourself as a leader and then follows it up with tips on how you can add value, get (the right) work done, and how to best interact with the people you work alongside.

If your leadership role is evolving, *You Can't Know It All* is a must-read for your future success. 🎯





# 5 WORKPLACE HABITS TO BREAK

Everyone has some weaknesses in their work behavior that they need to adjust. Here are five work habits that you should try to break:

### 1. Procrastination.

Those last-minute dashes to the finish line won't always earn cheers from your coworkers. What happens when an unexpected obstacle gets in your path and causes you to miss the deadline? Even if the situation is out of your hands, your coworkers will be left wondering why you didn't take care of your responsibilities earlier.

### 2. Being a sloppy communicator.

Sloppy communications could easily be seen as a sign of disrespect. Double-check everything you send out. Check the recipient(s), the spelling, and make sure you've really said what you need to say.

### 3. Taking advantage of leeway.


If your company allows some leeway

on arrival time or dress code, be sure to fall on the conservative side. Your reputation is up for dispute if you choose to abuse your freedoms.

### 4. Always running late.

This goes beyond abusing leeway and leads to a lack of trust. If you're late to work, to meetings, and hitting project deadlines, your boss and colleagues will associate you with being unreliable.

### 5. Being the resident contrarian.

Too much negativity grates on nerves and makes people quickly stop listening to you. Be a critical thinker, but make sure your concern is what's best for the company and not just being the loudest voice in the room. 

## December Birthdays

Betty Chavis – 12/1

Leo Hinnant – 12/3

Melissa Butler – 12/7

Donna Woodard – 12/15

Zach Brewington – 12/16

Ron Tanner – 12/18

Eddie Strickland – 12/19

Craig Stroman – 12/22

Kathi Cook – 12/22

Jewonski Lattimore – 12/26

Raymond Keyes – 12/29

## December Anniversaries

Latonya Samuel – 10 years

Roger Woods – 25 years

## Under The Sun Newsletter

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\*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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