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SEPTEMBER 2015



FIRING ON ALL CYLINDERS

How to build a killer sales attitude for the long haul

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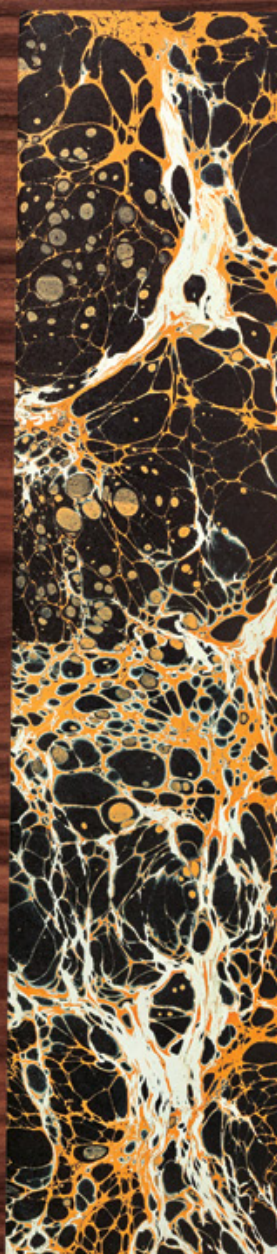
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CANVAS®

SEPTEMBER

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Talent and
leadership expert



ONE FOOT IN FRONT OF THE OTHER

"If we did all the things we are capable of, we would literally astound ourselves." – Thomas A. Edison

Stop for a minute and answer this question. How many times in the past year have you looked at something on your master to-do list and found a blank space in the entry box? No notes. No meetings planned (or planned and canceled, for that matter). Nothing.

Okay, now how many times has this caused you to close your door and scream into a desk drawer in disgust?

It happens too many times. In the in and out, up and down grind of that daily plight to knock everything off of our to-do lists, things go untouched. And if that's not hard enough, sometimes the items we miss are really important things. Projects that must be started. Meetings that have to happen. People who need some guidance.

You already know what to do, but let's face it, sometimes it gets hard. You win by keeping the list short and manageable.

Set weekly goals that can be slotted into daily, realistic agendas. Separate work, personal, and other tasks into categories.

If you're on top of your game, your list is going to grow. And that's a good thing. In the intense race to stay ahead of the competitor down the street, staying focused and staying on task are pretty good tools to have in your toolbox.

In our cover story, "Firing on All Cylinders," noted educator and sales expert Dr. Alan Zimmerman shows us why the key to achieving success is to keep moving forward. Zimmerman shares his four-step guide to put that "killer" instinct into your playbook.

As we head into fall, I hope you will continue to make CANVAS the No. 1 choice in your toolbox as you move headlong into your planning strategies for the rest of the year – and beyond.

In the intense race to stay ahead of the competitor down the street, staying focused and staying on task are pretty good tools to have in your toolbox.

Michael J. Pallerino, Editor
 @mpallerino

ALSO INSIDE

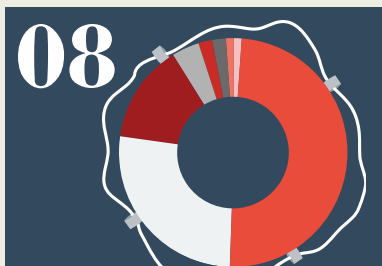
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BEHIND THE CURTAIN

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YOUR SHOES

Best of Notes



In my latest travels through the airport, I came upon a book, "Every Day I Fight," by the late ESPN anchor Stuart Scott, who recently succumbed to cancer after a long battle. While I've always been a big fan of Scott's "booyah" or "cooler than the other side of the pillow" references, I just wasn't in the mood for a trip down emotional lane.

I know that Scott's message of hope is similar to that of the late, great Jim Valvano, who implored us all to "never give up."

Stories can uplift, entertain and enlighten us in different ways. But stories like Scott's or Valvano's endure because they tap into our biggest fears. Their ability to face the fear of death and use it as motivation to inspire others is remarkable. We marvel at their courage and chastise ourselves for worrying about so many trivial things.

All too often, it takes a painful tale to remind us of what's important and where our energy should be spent. While some people battle life-threatening issues, many of us worry about our next paycheck or what the boss might think of us. We get immersed in corporate politics and toil in the mundane, while others dream of impacting the world through hard work and sacrifice.

The lesson is that each and every day we should push ourselves to be better than the day before. We should jump into the ring and influence the people we touch, because life is too short to mess around. Life is not about what's on TV tonight or your upcoming tee time this weekend. Life is about creating something greater than you could ever have imagined.

What do you think people who are suffering would give to be in your shoes? If they had a chance to have your life, what would they do with it? Would they spend their time worrying about trivial things or engaging in activities that offer fleeting gratification?

My guess is that they would endeavor to do more than they ever thought they could.

It's time for you to do the walking.

*We should jump into
the ring and influence
the people we touch,
because life is too short
to mess around.
Life is about creating
something greater than
you could ever
have imagined.*

Warmest regards,

Mark Potter, Publisher

@MarkRicePotter

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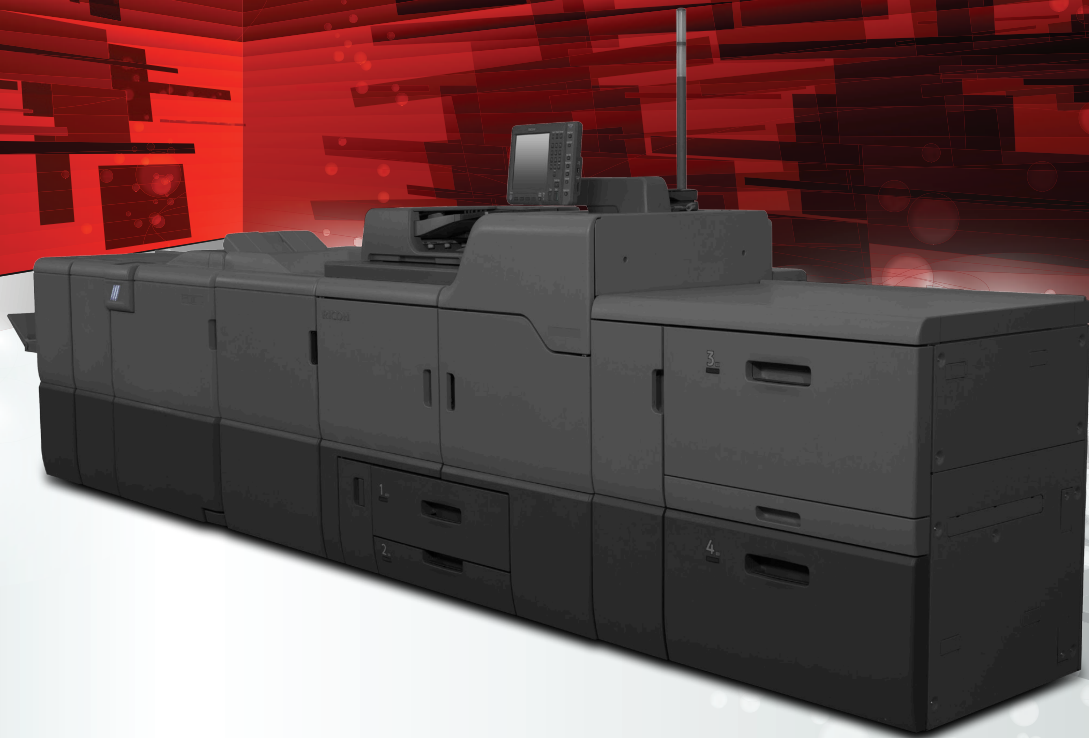
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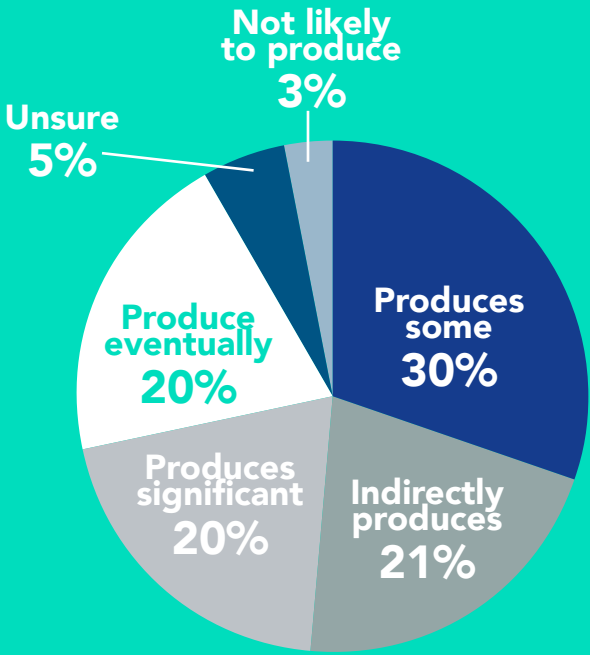
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WHY EMAIL STILL MATTERS

Stop me if you've heard this before – email is dead as a marketing tool. Too harsh? Maybe so. According to Salesforce's "State of B2B Marketing" report, while not the stealthiest option in the B2B marketer's growing toolbox, email still is widely used, with 91 percent of marketers saying it is somewhat effective. The only channel more widely used by B2B marketers is the corporate website, which is 87 percent effective. Here's what people are saying about email and ROI:



WHERE THE CLICKS ARE

Just how much steam is this whole "we live through our smartphones" thing gaining? According to a report by Movable Ink, some 50 percent of all tracked email opens occurred on a smartphone. 33 percent of the clicks occurred on desktop computers, and 17 percent occurred on tablets, the study found.

“Great marketers will find a brand story that is worth following, and will create chapters to this story that evolve over time. They will embrace brands that evolve.”

– Spencer Baim, chief strategic officer, Vice Media, on the power of a good story in marketing

THE MILLENNIAL FACTOR

It's not like you weren't warned. According to research from Google and Millward Brown Digital, millennials now are the most influential age group for B2B buying groups, making up 46 percent of potential buyers. Why? The survey shows that along with the fact that the Baby Boomer generation is moving toward retirement age, overall economic growth is bringing more Millennials into the B2B business fold. In addition, mobile devices and digital video are becoming a bigger part of the B2B buying cycle, the report found.



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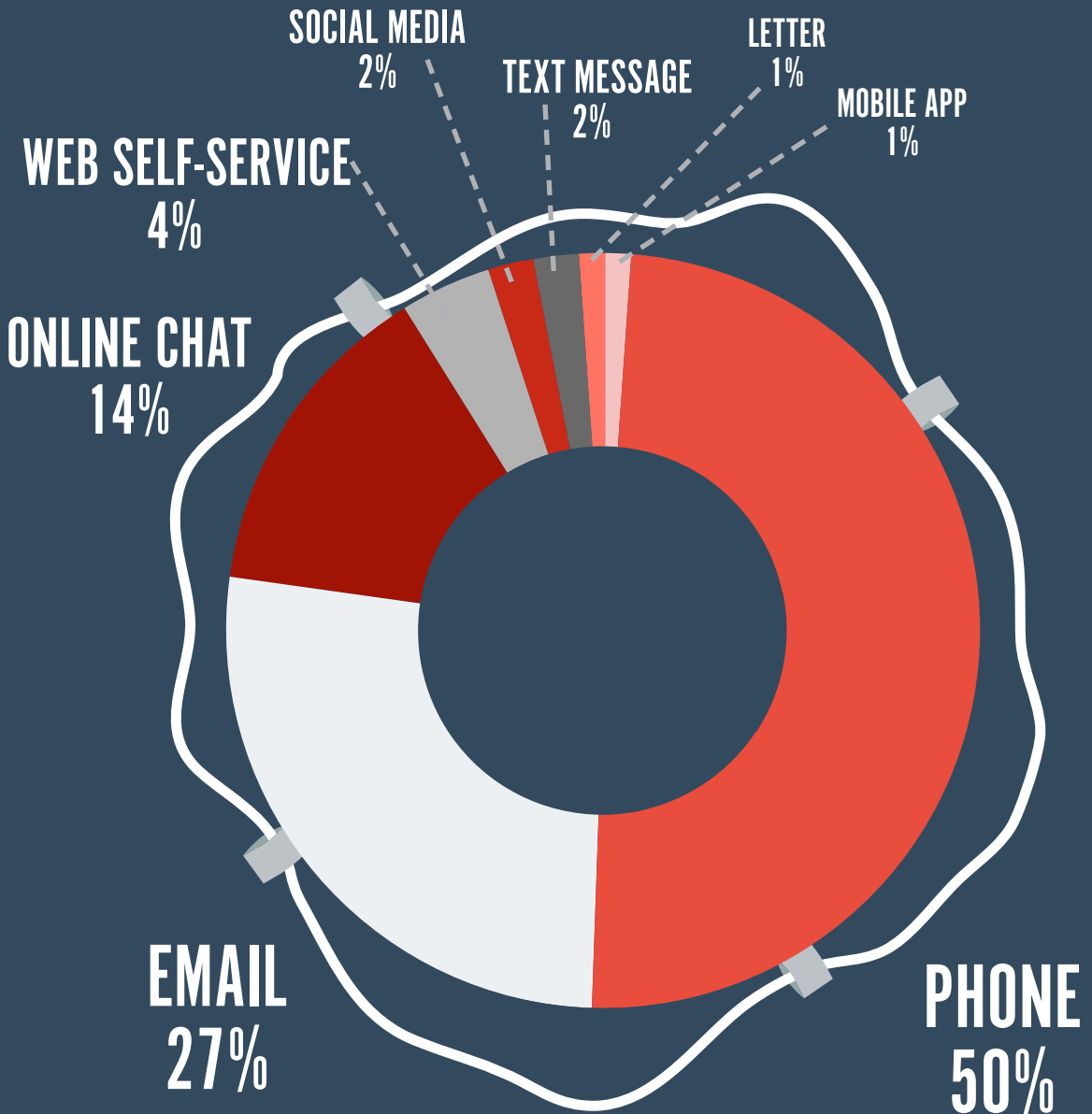
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H.E.L.P

Survey shows how your customers report problems

So, a customer has a customer service issue that must be addressed. How would you like them to proceed? According to Northridge Group's "Customer Service Experience 2015" report, using the phone is still the preferred course of action. When customers contact brands via phone, their issues are resolved 54 percent of the time, with the matter resolved only 13 percent of the time via social media, the survey found.

Here's a look at how customers reach out:



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RICK SANDS

President of The Fenway Group

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PERSPECTIVE



FIRING ON ALL CYLINDERS

How to build a killer sales attitude for the long haul

When his 10-year project to build a storage battery was destroyed in a fire, you would have thought that Thomas Edison would have panicked. What he did would not only go on to become the stuff of folklore, it also became a valuable teaching lesson.

**The key is
to keep doing
what you did to
achieve success.
There are few
shortcuts on
the road to
sales success.**

As the fire raged on, Edison yelled to his son, "Go get your mother. Tell her to hurry up and bring her friends. They'll never see a fire like this again."

The next morning, Edison summoned all of his employees together and made an incredible statement. "We're rebuilding," he said. He directed one man to lease all the machine shops in the area. He told another to get a wrecking crane. Then, as an afterthought, he asked, "Oh, by the way, anybody here know where we can get some money?"

Life isn't fair. We know that. And when it comes to sales, most salespeople will tell you this straight on. Some salespeople have more than their share of difficulties, while others get more breaks than they deserve. What fascinates me is how salespeople respond to these difficulties. Some use them as an excuse for their lack of achievement, while others use tough times as a source of motivation.

You know what they say: your attitude determines your altitude. Good sales attitudes tend to deliver good sales results, while bad sales attitudes tend to bring bad results. In fact, your attitude will defeat you faster than any problem you'll ever have or any competition you'll ever encounter.

So, how do you develop a killer sales attitude? How do you side step the objections, price comparisons, unethical tactics and myriad other things that may stand in your way?

You can start by following these four simple steps:

Stop catastrophizing

The more you fret about your lack of sales, not meeting your sales quota or whatever you fret about, the less energy you'll have to work your way out of the slump. You don't want to lose your ability to think clearly and strategically.

So stop. Tell yourself to cancel out those negative thoughts. By doing so, you take control of your mind, rather than have it control you. You've taken the first step in building a killer sales attitude for the long haul.

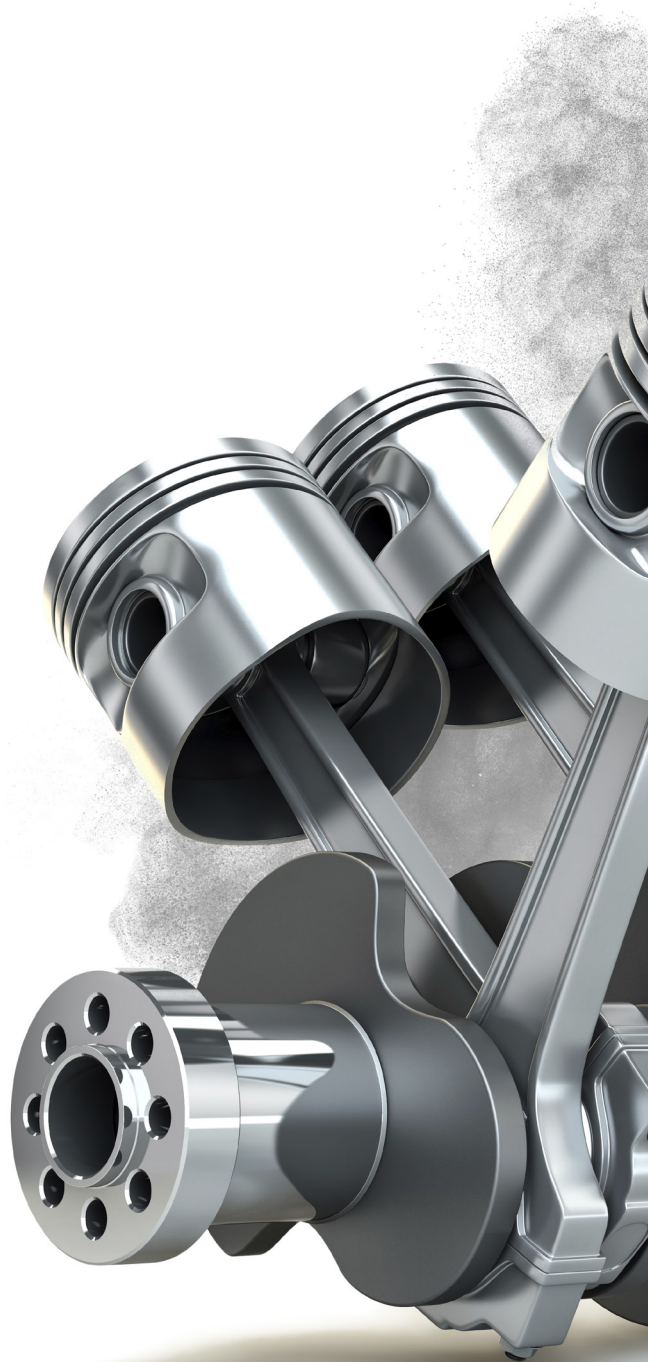
Stay calm

Think about the story of Thomas Edison. Most people use words such as inventor, genius and entrepreneur to describe him. You probably never thought of him as a salesman. But he was. If he couldn't sell his ideas, he would have never been able to finance his projects, especially after the fire that destroyed his storage battery.

One of his secrets was his calmness. You have to stay calm. If you don't, your mind cannot function at its peak. It cannot think of new and better ways of selling if it's tied up in knots. When it's all said and done, remember this: attitudes and feelings always follow behavior. So, if you act calm, even if you don't feel calm, you'll eventually be calm, with a stronger and more positive attitude.

Keep on practicing your sales skills

Competence and confidence go hand in hand. If you're really good at what you do, you're bound to feel more confident. Simply put, if you keep on practicing your sales skills, you're going to be more competent, and you're going to get a killer sales attitude.



**The most successful
salespeople keep on
working when they
feel like walking.
They keep on
building when they
feel like bailing.**

Unfortunately, there are two times when a salesperson stops practicing the basics in sales – when things are going poorly and when things are going well. When things are going poorly, a salesperson feels like giving up. He starts taking shortcuts. On the other side, if things are going well, a salesperson may think he can stop doing all the things that landed him success.

The key is to keep doing what you did to achieve success. There are few shortcuts on the road to sales success. We all have to practice first, and then keep on practicing. Is it any wonder that the most talented sports figures, singers, dancers, movie stars, speakers and salespeople have coaches to refine their craft?

What are you doing on a regular basis to keep on practicing and refining your sales skills? If the answer is “not much,” don’t expect too much in the way of sales results.





Hang in there

It's natural to feel disappointed and discouraged when things aren't going well. It's natural to get a bit negative. But if you lose your positive attitude, you will lose everything, including the chance to turn things around.

When it's all said and done, remember this:
Attitudes and feelings always follow behavior.

You have to keep on keeping on. You can't quit just because it's too hard.

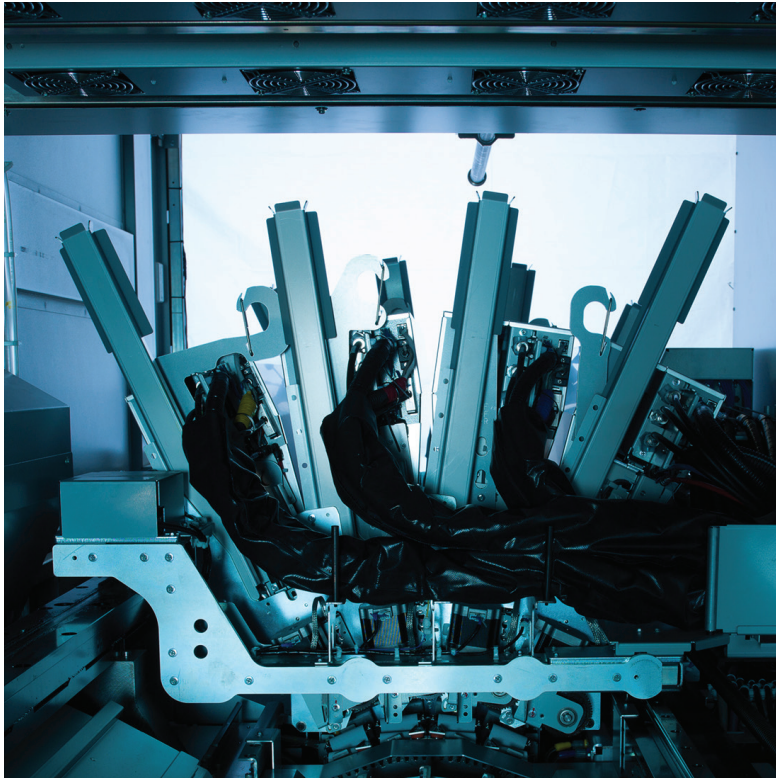
Be careful of putting too much stock in your feelings. Feelings are a useful piece of data in any decision you make, but they should not have the final say in doing what you know you should be doing. Your feelings get a voice, but they don't get a veto.

That's how Muhammad Ali became great. He once said, "I hated every minute of the training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion.'"

The most successful salespeople keep on working when they feel like walking. They keep on building when they feel like bailing. They refuse to let their feelings take over. They just keep on doing what must be done when the tough times come.

If and when you ever feel like walking away from your sales career, just remember you don't have to. You can turn it around with these four keys to powering your sales career for the long haul.

Dr. Alan Zimmerman speaks to organizations that want to transform the people side of their business. His keynotes and seminars focus on the communication, motivation, leadership, and teamwork that pay off in bigger profits and better relationships ... on and off the job. To learn more about his work, visit <http://www.DrZimmerman.com>. Also, check out his latest book, "The Payoff Principle: Discover the 3 Secrets for Getting What You Want out of Life and Work."



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The **Printing Industry Association of the South (PIAS)** has elected its board of directors for 2015-2016, including Alan Davis, president of **BPI Media Group** (Boaz, Ala.) as its chairman of the board. Officers include: John Ambrose, **Ambrose Printing Co.** (Nashville, Tenn.), first vice chairman; Matt Merrick, **The Merrick Printing Co.** (Louisville), second vice chair; Tommy McEwen, **McGraphics Inc.** (Nashville), secretary/treasurer; and Hale Hawkins, **Lewisburg Printing Co.** (Lewisburg, Tenn.), immediate past chairman. In addition, its directors include: Darrell Downs, **Mac Papers** (Nashville); Tom Kelly, **Publishers Printing Co.** (Shepherdsville, Ken.), Art Daws, **TruColor Litho** (Nashville). Re-elected directors include Forrest Adair, **McComb Printing** (McComb, Miss.), Doug Hederman, **Hederman Brothers**, Ridgeland, Miss., Hunt Nichols, **Bindtech Inc.** (Nashville). All officers will serve a one-year term, while the directors will serve three-year terms.

John Hyde, Esq., has joined **Graphic Arts Advisors** (GAA) as a director and member of GAA's senior team. Hyde has more than 25 years of experience in the print and graphic communications industry, during which time he has worked with numerous clients in connection with mergers and acquisitions, family succession planning, restructuring, and orderly liquidation. Hyde has authored numerous articles for industry publications, co-authored "Strategic Growth: The NAPL Guide to Mergers & Acquisitions" published in 2012, and is a sought-after source in the trade press for his knowledge of consolidation trends in the printing industry.

Mergers & Acquisitions



Electronics For Imaging Inc has acquired privately-held **Matan Digital Printers**, an award-winning provider of innovative technologies for superwide-format display graphics and other industrial printing applications. Based in Rosh Ha'Ayin, Israel, Matan has developed digital printers and presses for a wide range of challenging industrial applications for more than a decade. Under the acquisition, Matan's work force of approximately 70 employees has joined EFI, giving EFI a significant presence in Israel, a center for innovation in the printing industry. In addition, Yosefi has joined EFI as VP and GM, EFI Inkjet Israel.

Taylor Corp. has made two significant acquisitions, including buying the assets of **NEPS** and **Standard Register**. The synergies between several of Taylor Corp.'s existing businesses and NEPS leverage an alignment of cultures, technological strengths and industries served. NEPS will operate as a stand-alone business within the Taylor portfolio of companies and the management of NEPS will remain in place. The acquisition of Dayton, Ohio-based Standard Register (OTC BB: SRCT) comes as a result of Taylor's successful bid for the company through a bankruptcy auction. Final approval of the sale is subject to resolution of outstanding objections before the U.S. Bankruptcy Court in the District of Delaware. With this acquisition, Taylor expects to add more than 3,000 employees from Standard Register locations around the United States and Mexico.



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Around the industry

Mohawk recently held a grand opening of its new envelope converting facility in the town of South Hadley, Mass. The 112,342 square foot site features envelope converting capacity to service the company's East Coast, Mid-Atlantic and European customers. Mohawk invested approximately \$2 million to retrofit the South Hadley facility, which included upgrading electrical systems, installing air and vacuum lines, and purchasing and installing envelope converting and manufacturing equipment. Operational since May, it is expected to produce 500 million envelopes annually. To date, Mohawk has hired 16 new employees, and plans to hire up to 40 employees over the next year.

Lawton Printers, Orlando, Fla., has changed its name to **Lawton Connect**. More than a century ago, Lawton established itself as the premier commercial printer in Central Florida by delivering a high quality product, at a great value. Today, it is one of the nation's longest consecutively family-owned printing companies.

Awards & Recognition



CANON SOLUTIONS AMERICA

Canon Solutions America Inc., a wholly owned subsidiary of **Canon U.S.A. Inc.**, today announced that its Designer's Guide to Inkjet received an award for outstanding achievement at the "2015 Showcase Awards," hosted by the **Visual Media Alliance**. The guide provides unprecedented insight into the evolution of inkjet technologies, and valuable information on how to best optimize work for production inkjet platforms.



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Awards (continued)



FlexPrint Inc. once again has been named to the prestigious 2015 Inc. 500|5000 list as one of America's fastest growing organizations. This year's honor marks the sixth consecutive year for FlexPrint, which debuted on the list at No. 423 in 2010. Each year, Inc. Magazine ranks the five thousand fastest-growing privately held firms in the United States. This prestigious list includes some the nation's most successful private companies, including brand such as Zappos, Under Armour, Microsoft, Timberland, and others.

R. R. Donnelley & Sons Co.'s Lynchburg, Va. facility has been recertified to Voluntary Protection Program (VPP) Star Status by the Occupational Safety & Health Administration (OSHA). VPP certification is attained only after an organization undergoes a rigorous onsite evaluation conducted by a team of health and safety professionals. Star Status certification is the highest certification level granted by OSHA. RR Donnelley maintains five OSHA VPP Star Status-certified facilities.

Announcements



Printing Industries of America (PIA) is launching its "Power Selling Program," an eight-week turnkey training program featuring on-line training, weekly student projects and live coaching sessions with sales coach guru Leslie Groene. The

program enables sales professionals to attend personalized weekly coaching sessions with Groene, where they can ask questions and get answers in real time. The program kicks off October 12. For more information or to register, visit www.printing.org/powerselling.

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People news. New products. Trends shaping the way our industry does business. If you have a news item, CANVAS wants to hear about it. All you have to do is email us the information and a photograph, and we'll do the rest. Send your information to michael@thecanvasmag.com.

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Brian Mohr loves his job. In fact, the co-founder and managing partner for Y Scouts, a purpose-based leadership search firm that connects organizations with exceptional leaders, believes that should be everybody's goal. Through Y Scouts, Mohr helps employers and employees connect through a shared sense of purpose and values – a key in creating sustainability today. He honed his craft by working as a talent strategist and in leadership management for major corporations like P.F. Chang's China Bistro and Jobing.com. Here he discusses the key to finding that ever elusive work-life balance.

**Where does the notion of work-life balance stand these days?**

The corporate world is susceptible to fads. Creating a work-life balance, that push to properly prioritize your work in relation to your lifestyle, features the kind of fad-ish thinking that can lead gifted people down the wrong path. The concept of work-life balance is a claim on how we should prioritize our lives, which, if believed, can be confusing.

So, is it okay to love your job?

If you love your job, it's not exactly work. It becomes a matter of exercising your capabilities fully toward a goal that you believe in. Finding the right fit – whether an organization is searching for leadership, or an individual is seeking the right job – is more important than people realize. The problem of work-life balance starts farther upstream. When the appropriate person is aligned with the appropriate goal, balance is natural.

How do you find that balance?

Don't buy into the notion of the "work you" as being separate from the "real you." The U.S. Bureau of Labor Statistics says we spend 8.8 hours of each day working. The most we spend doing anything. Sleeping is second at 7.6 hours. Work-life balance enforces a strange notion that you are essentially different on the clock than off, which hurts both employers and employees.

If you love your job, it's not exactly work. It becomes a matter of exercising your capabilities fully toward a goal that you believe in.

What's the key?

The most important thing is to align the right people with the right role. That means aligning the purpose and values of an organization to the purpose and values of the right people. Everyone owes it to themselves to find the right organization. In today's world, we simply cannot compartmentalize different areas of our lives like people used to. Most of us carry our work around in our smartphones. If not text messages, then we get emails sent to our phones.

So, live with it – work is life and life is work?

Whether through technology or the software running in our brains, we can't simply turn off work when we leave the office. We should drop the idea that "work" and "life" are somehow separate. They're not. ■

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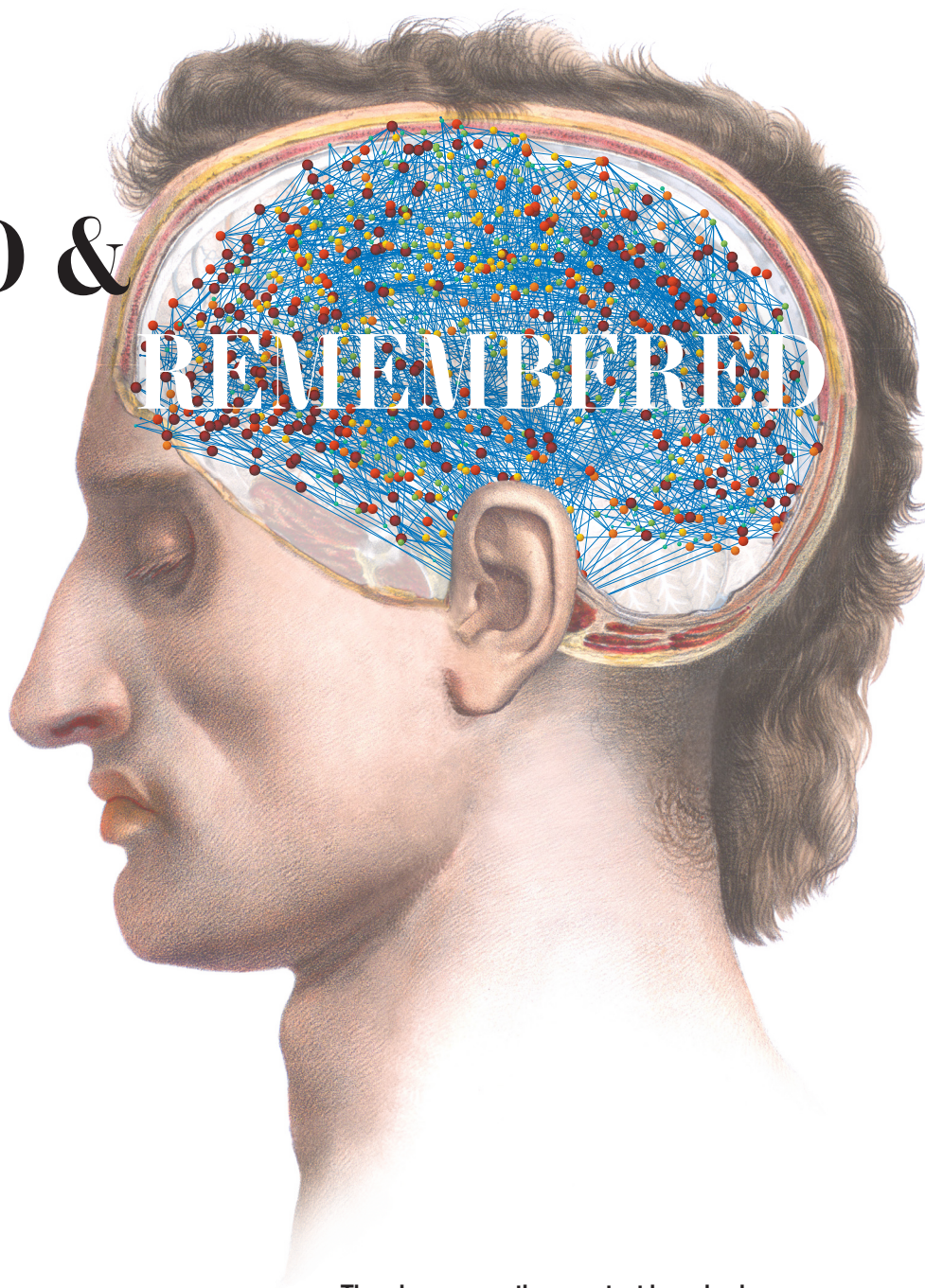
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