



Greetings

We now face another election with politicians making all the usual promises to make our lives better. It seems somewhat strange that we receive many commitments from prospective governments, yet we are aware that a great deal of these pledges are never kept. If only politicians did what they said. It is the same for those in business, quality, delivery times and care are all commitments, let's hope that print businesses ensure that they are more reliable than governments. The BAPC certainly does not get involved in politics but does encourage everyone who has a vote to use their franchise. They say we get the government we deserve so do vote to ensure that we really get the government we want.

Recent reports revealed that readers are returning to real books rather than the digital alternatives. It is perhaps good timing that the ever-popular Digital Book Forum is returning to London on the 27th June 2017. If you print books either in large, or small quantities, or even intend to enter this market, the Forum is an ideal event to acquire the necessary knowledge..

Hopefully you will enjoy this issue of the newsletter and as has been mentioned on a number of occasions, do not hesitate to provide comments, criticisms and thoughts.

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Message from Mike



It seems to happen every Monday, the phone rings about 9.45 am and on the other end of the line is a friendly voice asking me how I am. Of course even if I'm in the most miserable of moods I reply "fine." The caller then goes on to introduce himself and his company and regales me with details of their most fantastic products and exceptional services. Sometimes the scene changes and the caller is from one of my existing suppliers trying to convince me to re-order, or upgrade. The conversation is actually quite pleasant and informative as I like to see at first hand other people's sales techniques. During the morning I receive a number of such calls, but they all seem to be the same

More often than not I do not buy anything or even take the conversation further. Some of these calls are certainly annoying, but I do admire people who try - and that's the problem. They phone on a Monday morning and that's the last I hear from them, there is inevitably no follow-up, except perhaps an e-mail and we all know where that is filed.

On a Tuesday I may get the odd call but it is downhill from then on until the next Monday when the routine starts again.

These incidents raise a number of questions:-

- Are people just going through the motions?
- Do they really want business?
- When, if ever, do they follow up the call?

I only hope that when canvassing I don't fall into such traps as I genuinely want more business. All too often I receive sales e-mails from companies I have never been aware of and there is almost never a follow up.

One of the things I have learnt in business is tenacity - when I send out a quote I follow it up, I don't always get the business but am sure that if I did not chase, my success rate would be a great deal lower than I currently experience.

So my simple suggestion is that if you are after sales, plan a campaign, follow up phone calls, e-mails and have a process whereby you know what you are doing and when.

Mike

Mike Moradian is Deputy Chair of the BAPC and CEO of Print Express London

Business News

Minimum Wage rises again

Employers are reminded that the need to ensure that they are paying their employees at least the appropriate Minimum Wage (NMW) or National Living Wage rate. The rates increased from 1st April 2017.

	October 2016	October 2017
NLW rate for workers aged 25 & over	£7.20	£7.50
The main rate for workers aged 21-24	£6.95	£7.05
The 18-20 rate	£5.55	£5.60
The 16-17 for workers above school leaving age but under 18	£4.00	£4.05
The apprentice rate (for apprentices under 19 or over 19 and in their 1st year of their apprenticeship)	£3.40	£3.50

It should be noted that the National minimum and national Living rates will be reviewed annually each April.

Non-compliance?

The penalties imposed upon employers that are in breach of the minimum wage legislation 200% of arrears owed to workers. The maximum penalty is £20,000 per worker. The penalty is reduced by 50% if the unpaid wages and the penalty are paid within fourteen days. The HMRC will also name and shame employers who are penalised.

For further information employers should consult with their accountants.

The doors are open & you're invited

Fujifil presents the latest ink jet technology

Fujifilm UK is holding a number of Open Days throughout the month of May in their Bedford premises. Amongst the technology they will be displaying will be their latest ink jet equipment - Jet Press

All are invited to attend what will be an eye-opening event which takes place on

- 4th May 2017
- 11th May 2017
- 18th May 2017

Everyone will be made most welcome. To reserve your place simply visit www.jetpressnextrevolution.co.uk/

Thoughts from Alec Sharples



It's your fault !!!

Amongst the many scores of e-mails I recently received one in particular stood out and I simply had to share its message with you. Not because of its rather wonderful rant aimed at me but because there's a really important business message here which must be costing the sender dearly. Butnot for the reasons you'd think.

It all started with an e-mail from a heating engineer way up in the Highlands of Scotland.

Unbeknown to me my aunt's central heating boiler had broken down. Luckily, however, a good friend who lives nearby acted quickly and made a call to the heating engineer to get it fixed.

The first I knew of what was going on was a rather forthright e-mail from the engineer in question wanting to know what was going on.

They explained that they'd checked their records and had no recollection of having been to my Aunt's property for two and a half years. In an accusatory tone the writer went on to infer that it was quite clear to them that I must have been using a rival firm in the meantime although I couldn't remember ever having done so. Clearly hitting their stride the e-mail went on to state that since this was evidently the case I must have some sort of issue with their firm. So, rather than call them out, why couldn't I contact the person I'd obviously chosen to replace them?

In other words, if I couldn't get someone out quickly to fix the heating it was no one's fault but my own. In any event, they were too busy to attend. After I'd fallen about laughing for five minutes I realised that they'd missed the easiest free pass you could possibly get but I doubt whether they'd have spotted it if it had landed on their head.

If they'd taken the simple step of sending out a service reminder to me (and their other customers too) at the appropriate time I'd have probably jumped at the chance. Such a move would have been a fantastic opportunity to get everything sorted out in a proper and orderly manner instead of having a blind panic . And for them, a guaranteed booking to be fitted in at their convenience.

It's a real-life reminder that if we don't prompt our customers that we're here to help it's all too easy for them to forget us and tootle off down the road to one of our competitors.

Whilst we all wish we had more customers this is a perfect example of good money being left on the table for want of a very simple reminder to our existing customers.

We'd never do that ... would we ?

Till next time.

Alec
Alec Sharples is MD of Fineline Printing



Shine School Media Awards play a key role In UK school's curriculum

Increasing Popularity and Interest in Shine Awards 2017

With a significant entry from schools around the UK, the Shine School Media Awards 2017 are once again proving to be a beneficial project that strengthens the requirements of the school curriculum for teachers and pupils alike. The Shine competition is designed to support future career opportunities for secondary school pupils in the Communication, Content and Publishing Industries. By entering their school's publication – a newspaper, magazine or website, students can enjoy new concepts and challenges, helping them to work towards their ambitions and also win some exceptional prizes.

Annie Hotton, Chair of Shine says, *"The competition attracts some amazingly talented students. Our ambition for the Shine competition is to make it accessible to all schools across the UK. This is an exceptional opportunity for them to showcase their talent at the very heart of the printing and publishing industry – Stationers' Hall. We know that this year's entries will have become a focus for many stimulating school projects. Categories include Best Design & Layout, Best Graphic Book, Best Cartoon, the Most Original Illustration and Artwork, Best Original Photography and Best Overall Editorial Content. These categories are designed to draw out the skills and talent of students hoping for a career in our industries. We believe Shine can be the door to their future."*

The Shine School Media Awards project has many high profile sponsors such as the Copyright Licensing Authority, Hearst Corporation, The Printing Charity, The Telegraph, Tes, Google, Getty Images, the BPIF, PICON, the NCTJ, Denmaur Papers, Bobst, Pureprint Group and Print Week. In 2017 the Awards Ceremony will be introduced by Ann Mroz, Editor and Digital Publishing Director of Tes, Shine's official Media Partner. The Awards will be presented by Dr Simon Heffer, Senior Columnist at the Daily and Sunday Telegraph and Carey Sedgewick of Casella Publishing. Prizes include £1,000 for each of the four top schools plus a day's workshop at Tes (Times Educational Supplement). Four of the most promising young journalists will be offered a masterclass with Simon Heffer and two schools will win BPIF courses for 10 students.

Background to the Shine School Media Awards

The Shine competition offers pupils an opportunity to work together to produce a school magazine, newspaper, newsletter, digital edition or website. The program has over the past six years - opened up career options for students; encouraged teamwork and helped develop leadership skills; enlivened a wide range of subjects including English, IT, Art & Design, Photography and Media Studies; helped pupils develop literacy, communication, creativity and publishing skills.

For further information :Contact Stationers' Hall office T: +44 (0)207 246 0988 or email shine@stationers.org

To register for Shine go to <http://shine-schoolawards.org>

How lucky can you get?

This year we in the industry have the opportunity to visit not one, but two, major exhibitions.

The Print Show will take place from 11th - 13th October 2017 at Telford International Centre and follows the tremendous success of their previous two exhibitions.

IPEX will be held at the NEC, Birmingham from 31st October - 3rd November 2017.

Both organisers report great interest in these events and while it is obvious that those interested in exhibiting would need very large budgets to have a presence at both shows.

However, businesses operating in our sector need to know the latest trends in technology and be able to compare what is on offer. In addition both shows will feature a number of essential business sessions designed to help print companies in their quest for success.

A trip to both shows will certainly be very worthwhile.

For further information and to register your attendance visit www.theprintshow.co.uk and www.ipex.org

A view from Nigel Toplis



Another year, another challenge, another opportunity and of course no little change for us all to deal with.

With the continued furore, back biting and name calling about Brexit plus a new U.S President who is quite clearly not a politician and not forgetting the on-going issues with Russia, China and the Middle East I think the one safe call is that we will see much change in the world over the next 12-18 months.

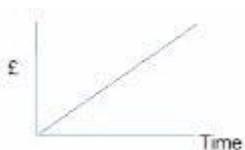
But then it reminds me of the poem 'if' by Rudyard Kipling, which starts

"If you can keep your head when all about you are losing theirs..." and ends "yours is the earth and everything that's in it and – which is more – you'll be a man, my son!"

The essence of the poem of course is that there will be a lot of things that happen that you can have no influence over **but** if you stay true to yourself and do the right things over and over again; if you take heed of the changing world and adjust your own actions and activity to cater for the changes then you will continue to have a successful business – **my son!!**

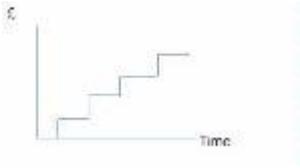
The interesting thing about successful business is that they simply don't grow in a linear fashion – much to our disappointment, disillusion and chagrin - but rather they grow in steps.

We would love to see a graph like this.



But the only thing I've seen grow at this rate is the lawyers' fees and accountancy charges!

No, if you look at most businesses they grow in spurts – then they consolidate and plateau, and then another spurt and so on.



So, you're more likely to see a pattern of steps than a straight line.

However, the steps in themselves need to be created – they won't just happen on their own.

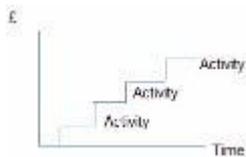
Each step is essentially created by activity!

Depending on the business; its marketplace, competition, size of company the activity will vary.

Generally though there are some 'boilerplate' activities that are a must if you want to make a step change in performance.

- . Marketing (always the top of the list)
- . Customer communication
- . Customer appointments
- . PR
- . New products
- . New contacts
- . New customers

So the picture will look more like this:



Seems logical I hear you mutter, so what's stopping us?

Generally, there are three consistent hurdles to activity (there may be other as well for some people) and they are

- Time
- Money
- Inclination

Time of course is the enemy of us all - however it seems time is at it's more critical and in its shorter supply when you're a franchisee!

Strangely there is never enough time to find new prospects, ring existing customers or meet with top clients – **and yet** we all agree that these activities are **critical** for the business.

A conundrum indeed!

Solution – make time

The statement **"I simply haven't got the time"** is an excuse not a reason and is an excuse

for poor time management, nothing else. As one of my colleagues at Kall Kwik used to say JFDI.

You have the opportunity to some extent to allocate time, whereas finding funds to implement the activity may be more difficult.

To this end you should be doing as much low cost activity that's available be it email marketing, text messaging (selectively) or PR campaigns plus generating as much personal customer contact as you can – be it servicing the customer personally, making a contact phone call (managed intimacy) or getting in front of your big players regularly.

This is all good activity and all relatively cost free.

But you will also need to budget to spend something as businesses simply don't grow by osmosis.

With a limited budget put together a plan of activity with a mixed marketing matrix that allows you to generate **A**wareness, prospect for new **B**usiness, **C**reate on-going brand value and finally allow you to **D**evelop your key accounts.

Time and money are hurdles certainly but most people can get over these – the real 'Bechers Brook' is inclination!

In all my years in business I have never really come to grips with people who show no inclination, no desire to grow their business and who do little to create a sales opportunity.

Inclination remains the biggest hurdle and one where any advisor/mentor/franchisor can offer limited assistance except by way of support, advice, guidance, programmes etc.

That said taking a horse to water is one thing

Nigel Toplis is MD of The Bardon Group

In October Nigel will be cycling from Saigon to Ankor Wat to raise money for the children's charity – Well Child (<http://wellchild.org.uk>) – any donations would be very gratefully accepted - thank you

Donate through -<https://www.justgiving.com/fundraising/Nigel-Toplis>

A reminder- **The PIGS are flying!**

The next PIGS (Print Industry Golf Society) golf day will take place on Wednesday 24th May at Westerham golf club. This is a lovely course, close to the M25 and easy to find. <http://www.westerhamgc.co.uk>

The day's fun will be from 9.30am for tea and bacon rolls, then tees from 10.00am for 18 holes in 4 ball teams, followed by drinks and a three course dinner.

Everyone will be made most welcome so bring along friends, customers and suppliers for this great networking opportunity and really exciting day.

As usual, it'll be all fun and at an affordable cost of only £60 per head it is the ideal opportunity to get away from the usual daily routine.

Simply contact Louise Gamage on 01892 522563 or e-mail louise@earthisland.co.uk

Hints & Tips

People hate to lose

Many salespeople use the wrong motivator when trying to convince their prospects to order. They show their prospects what they will gain - the benefits of ordering today.

Although benefits are an essential part of your presentation, they are not the driving force that pushes your prospect into action. If you expect your prospect to order today, don't show them what they will gain, but rather show them what they will lose by waiting.

People have a natural fear of losing. For example, few of us would go out of our way to gain £10, but if we learned that someone was about to take £5 from our wallet, most of us would do anything in our power to prevent this loss. The same holds true when selling printing. For example, the fear of not getting a job on time is a strong motivator than the promise of timely delivery. Consider the following statements;

GAIN

"Mr. Prospect, using our state-of-the-art equipment I can guarantee delivery in time for your trade show next Friday."

LOSE

"Mr. Prospect, we really don't have much time. If I don't get started on your job immediately, it might not be ready in time for your trade show next Friday."

Looking Forward...

Dates - **4th, 11th and 18th May 2017**
Event - **Fujifilm UK Open Days**
Venue - St Martin's Business Centre, t Martin's Way, Bedford MK42 0LF
Details - www.jetpressnextrevolution.co.uk

Date - **25th May 2017**
Event - **Smart Directions Conference**
Venue - Royal College of Physicians, London
Details - <http://www.paperandprint.com/digital-printer.aspx>

Date - **27th June 2017**
Event - Digital Book Forum by Interquest
Venue - Royal Institute of British Architects (RIBA)
Details - to follow

Date - **29th June 2017**
Event - **Print, Design & Marketing Awards**
Venue - Silver Sturgeon, River Thames , London
Details - visit <http://www.paperandprint.com/digital-printer.aspx>

Date - **11th - 13th October 2017**
Event - **The Print Show**
Venue - The International Centre, Telford
Details - visit www.theprintshow.co.uk

Date - **16th october 2017**
Event - **Printweek Awards**
Venue - The Great Room, Grosvenor House. London
Details - www.printweekawards.com

Date - **31st October - 3rd November 2017**
Event - **IPEX**
Venue - NEC, Birmingham
Details - Visit www.ipex.org

Date - **23rd November 2017**
Event - **Print & Digital Innovations Summit**
Venue - Intercontinental, London - The O2
Details - www.printinnovationsummit.co.uk

Date - **23rd November 2017**
Event - **The Printing Charity Annual Luncheon**
Venue - Stationers' Hall, London
Details - www.theprintingcharity.org.uk Tel - 01293 542820

Finally....

Please rememberr that the BAPC exists to provide support and help. if you have an issue you would like addressed simply get in touch