



British Association for  
Print and Communication

Members' Newsletter

November 2018

## Greetings

This is a bumper issue of the Bulletin as not only does it provide sound advice from both the Deputy Chairman of the BAPC and Nigel Toplis but it also includes a brief synopsis of the Chancellor of the Exchequer's budget.

It also contains details of the Association's awards. Where you have an opportunity to put your company forward for recognition of all your hard work. Past winners will tell you that being recognised for accomplishments is a great moral booster and using the accolade in your marketing activities certainly helps in attracting sales. It does not matter what size your business is, large or small, it's easy to enter so send in your nomination as soon as possible.

On the subject of awards those who were successful at the recent PrintWeek awards are to be congratulated and it is hoped that those BAPC members who are up for awards at the Solutions magazine event and of course Digital Printer ceremony receive the recognition they deserve.

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# **BAPC Awards**

## **The search is on!**

Certainly, you would like the world to know how good you really are and how you provide your customers and clients with a remarkably good service. The recent raft of award ceremonies draws people's attention to the winners who no doubt use their accolade as a spur to a special marketing campaign. The end result being more business for those acknowledged companies. As we all know **"Success breeds Success."**



The BAPC is now offering **you** the opportunity to be recognised and unlike some other awards – it is free to enter, you don't have to submit examples of your work and you don't have to attend some lavish expensive function in order to find out if you were successful. It's simple - you think your good then tell us, or even ask your customers to put you forward.

The winners are selected by an independent panel - so bribing BAPC Council members will not work, but of course the BAPC and would gladly accept donations - they won't help you but we will be happy.

There are only a few categories: -

**Business of the Year** - Are you that little bit above the rest?

**Environmental Printer of the Year** - The words say it all

**Supplier of the Year** - Is there a supplier who stands out from the crowd?

Entering could not be simpler, all you have to do is e-mail [info@bapc.co.uk](mailto:info@bapc.co.uk) provide us with contact details of either yourself or the organisation you are nominating and we will do the rest.

If you are a supplier to the industry and you have a customer you believe should be recognised, simply let the BAPC know

The winners will be guests at a special luncheon to be held in central London.

## **Message from Mike**



The BAPC office recently received a phone call from an engineering company complaining about the service they were receiving from a particular print company. The complaint was that the quality of work was below an acceptable standard, delivery times, attitude of the print company's staff and general attention also left a great deal to be desired.

It appeared that the company in question main excuse was that they had been let down by their suppliers. The complainant spent some time in relating a variety of "horror" incidents. Fortunately, when asked for the name of the printer involved it transpired that the particular company was not a member of the association. In this case there was little BAPC could do, other than provide a sympathetic ear, basic advice and recommend that the company considered using an accredited member of the BAPC.

This customer complaint could so easily have been avoided by adopting a different mindset.

Our suppliers are partners in our businesses. **Our livelihood** depends on **our supply chain** sharing the common goal to satisfy the demands of **our clients** – they would find this this more challenging if we constantly beat them about the head for "the lowest price" . Hold your suppliers close to you – treat them well for they can do amazing things when the chips are down and you need their support.

When our clients are shopping around for "the lowest price" be clear on your offering – is it price or service; if the latter, be proud that you can deliver something the competition find difficult to do at the price they quoted.

Should you receive a complaint – don't be defensive or afraid it. Use it as a chance to turn things around. Find out straight away how they would like the complaint resolved.

Show empathy, keep them informed every step of the way, be positive - tell them what you **can do** not what you can't. Most important, follow up when you said you would - get back to them as promised – even if the situation is taking longer to resolve – just keep them in the picture.

Handling a complaint before it goes viral – may save you a headache later.

**Mike**

**Mike Moradian is CEO of Print Express, London & BAPC Deputy Chairman.**

# ***Budget Synopsis***

The Chancellor of the Exchequer presented his budget to Parliament, the following are brief details of some of the announcements. For guidance and advice on how the Budget affects you and your business it is recommended that you consult with your accountants.

## **Business and digital**

New digital taxes will be payable on UK revenues of large technological companies with global sales exceeding £500million

## **Investment Allowance**

Annual investment allowance to be increased from £200,000 to £1million for two years

## **Apprenticeship Levy**

Contribution by small companies will be reduced from 10% to 5%

## **Business Rates**

Business rates for companies with a rateable value of £51,000 or less will be cut by one-third over two years

## **Environment and Energy**

New taxes on non-recycled plastic packaging to be introduced

## **Stamp duty and housing**

All shared equity purchases up to £500,000 to be exempt from stamp duty

Lettings relief will be limited to properties where the owner is in shared occupancy with the tenant

## **Alcohol, tobacco and fuel**

Beer, cider and spirits duties to be frozen

Wine duty to be increased in line with inflation

Tobacco duty will rise by inflation plus 2%

Fuel duty to continue to be frozen.

2-4 April 2019, Halls 3 & 3A, NEC, Birmingham

**sign&digital** UK<sup>®</sup>

SIGNAGE | PRINT | DISPLAY | DÉCOR | DESIGN

Sign & Digital UK, the leading trade exhibition for the visual communications sector, returns to the NEC on 2 – 4 April 2019 and is a 'must attend' event for all those involved in the production of signage and displays. With over 30 years of heritage as a national exhibition, the show evolves each year to showcase the very latest advances in technologies and applications.

For exhibitors, Sign & Digital UK provides the chance to meet with a unique and relevant audience and to demonstrate their expertise face-to-face, and for visitors, the show offers an exclusive opportunity to see and learn about a comprehensive range of innovative products and services from leading suppliers. For more information about booking a stand visit: <https://www.signuk.com/bapc>

# Tips from Nigel



## Doing an effective Marketing Walkabout

Hate cold calling? Does the mere thought of knocking on doors sends shivers down your spine? Then all I can say is **unlucky** because 'walking the streets' remains one of the most effective information gathering tools and enables you to communicate with key company contacts face to face and lay the foundation for a future relationship.

So, you need to do it.

Here's six steps to completing an effective Marketing Walkabout

- **Plan the route**

Determine where you're going to go – get a map. This is not fun so the more efficiently the route is planned and the more effective your use of time the better you will feel!

Build your local knowledge by reading the local newspaper so you know where new businesses are opening and new business parks are being built.

- **Set your objective**

Why are you going cold calling? Be specific:

- a. To gather names of the M.A.N from 50 companies
- b. To get 5 appointments from 50 calls
- c. To leave behind 50 brochures for reference
- d. All the above (probably so!)

The most effective call is where you:

1. Introduce yourself to the gatekeeper
2. Retrieve a compliment slip and name of the M.A.N.

3. Leave behind some branded collateral

Note: if you get to meet the M.A.N. on your first visit then that's a bonus.

- **Determine a timescale**

Set yourself a 'window' to do your cold calling- if you don't then you won't!

Once up and running half a day a month is ideal

**BUT** no excuses – **JFDI!**

- **Carry collateral and a diary**

Always take something to leave with the gatekeeper – literature, giveaways etc. – and always a business card.

**At best** this should be personalised to the person/company you're visiting.

**At worst** the collateral should give general information about your brand, and should be something that is likely to remain on the desk.

- **Enter Data**

On completion you need to immediately input the names, address/other information into your contact management system.

- **Take Action**

Do something with the data! -The main aim is of course to get an appointment, but it is not your first objective when doing the walkabout.

By leaving behind a catalogue/brochure/business card/gift you have initiated the first stage of making the company and the M.A.N. **aware** of you.

Now you need to build on this and look to get in front of your target – ideally you will:

- Send e-mail introducing yourself and mentioned that you visited earlier.
- Follow-up with a 'hard mailing' –saying you'll call in the next few days
- Make the call to get an appointment.

**Remember that** the more personal you can make 'hard mailing' then the easier the follow-up call and don't be afraid to send a second 'hard mailing' step if you think the situation warrants.

**Tip:** to make the whole idea of 'cold calling' less onerous, integrate a marketing walkabout into your scheduled appointments and customer visits. Look at the immediate area that surrounds your client, identify potential new customers – then call when you are in the area.

**Nigel**

**Nigel Toplis is CEO of The Bardon Group**

# ***Diary of Events***

Date - **6th November 2018**

Event - ***Power of Print Seminar***

Venue - Stationer's Hall, London

Details - [www.powerofprint.info](http://www.powerofprint.info)

Date - **13th November 2018**

Event - ***Solutions Awards***

Venue - Cafe de Paris, London

Details - [www.earthisland.co.uk](http://www.earthisland.co.uk)

Date - **15th November 2018**

Event - ***Digital Printer Awards***

Venue - Marriott Hotel, Grosvenor Square London W1

Details - [www.paperandprint.com](http://www.paperandprint.com)

Date - **22nd November 2018**

Event - ***Printing Charity Annual Luncheon***

Venue - Stationers' Hall, London

Details - E-mail [lucy@theprintingcharity.org.uk](mailto:lucy@theprintingcharity.org.uk) or call 01293 649367

Date - **2nd-4th April 2019**

Event - ***Sign & Digital UK 2019***

Venue - NEC, Birmingham

Details - [www.signanddigitaluk.com](http://www.signanddigitaluk.com)

## ***Finally....***

Please remember that the BAPC exists to provide help and guidance. If you have an issue that needs to be addressed do not hesitate to get in touch.