



Greetings

October was certainly a significant month in the year's calendar. We had the experience of travelling to new territory namely, the home of the Iron Bridge -Telford and this year the setting of the Print Show which from all accounts was a major success. Members who visited were certainly impressed and from the exhibitor's perspective the decision to display their goods at the event proved to be financially worthwhile.

Again feedback from participants in Print Week's Award ceremony was that the jam-packed event was as exciting as ever. the entertainment was great, the awards were well received and what more can you ask for on a dark October evening.

The Two Sides/Print Power conference was an enlightening day with specialist speakers providing all sorts of insights on how to approach business. If you were able to attend you will agree that it was an eye-opening seminar. If you were unable to participate look out for any announcement regarding next year and make sure that you are there - you will not be disappointed. In any case, everyone should be members of Two Sides which promotes the value of print around the world and provides its members with the ammunition they need to show the value of what we in our industry do. Two Sides provides many of the sales tools printers need today in order to ensure that they are in business tomorrow.

Hopefully, you enjoy this issue of our Newsletter and if you have any suggestions to further improve the publication simply let us know.

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Message from Mike



A time check

The other month I visited one of my old established customers who, while not the largest account the business has regularly ordered print. This particular buyer was actually a consultant operating in the corporate world of very large organisations and had been doing so very successfully for a number of years.

During coffee I asked him why he thought he has been successful for such a long period of time and he responded by telling me that he had a very simple question he asked all of his clients. "How would you like to work less but achieve more?" The response he received were generally positive and he went on to explain how he went about achieving his end.

It was a fascinating discussion and if I could afford his very high fees I probably would have become another of his clients, but unfortunately, I'm not in the big league - well not yet! However I did come away with one valuable piece of advice and that was to spend a little time looking how I spend my time. For a week I made a rough note of what I did and one evening had a look at my analysis. Eye-opening would be a massive understatement. My time management was shameful. Once I realised this and over a few weeks adjusted how I spent my time. The difference was amazing, I achieved more, sold more and even had time to have lunch with a friend who I had constantly let down because I was "too busy."

Mike

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

Final Call!

BAPC Awards



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 email info@bapc.co.uk provide us with contact details of either yourself or the organisation you are nominating and we will do the rest.

The winners will be treated to a special luncheon hosted by Ricoh and Two Sides this year's award sponsors.

Business News

Plan in Advance - Making tax Digital for VAT

The government have issued information on how making Tax Digital for Business is expected to work for VAT when the rules are introduced in April 2019.

The proposed rules, which have been issued subject to consultation, VAT registered businesses will be required to submit their VAT returns using software. Businesses above the VAT threshold will be obliged to

- Keep their records digitally (VAT purposes only)
- Provide their VAT return information to HMRC through Making Tax Digital (MTD) functional compatible software.

The software will either be a software program or set of compatible programs which can connect to HMRC systems via an Application Programming Interface (API). The functions of the compatible software include

- keeping records in a specific digital form
- creating a VAT return from digital records and providing HMRC with this information digitally
- providing HMRC with VAT data on a voluntary basis and receiving information from HMRC via the API platform that the business has complied

Businesses will need to preserve digital records in software for up to six years.

The government will make the final detailed requirements available to the software providers by April 2018

Further information is available at www.gov.uk/MTDlegislation overview. It is of course recommended that you discuss the matter with your professional advisors.

Words of wisdom from Alec Sharples



Something stinks ...

As marketeers of what you do, I'm sure you'll have spent many hours carefully crafting messages which you hope will resonate with your customers.

All that time and energy focused on buyers of your products; trying to get in to their heads to work out what you think they like and don't like. What's likely to press their buttons and get them to buy.

You've probably got access to streams of data, expensively and carefully gathered which helps you identify their buying patterns which you've pored over to try and identify those all too elusive buying triggers.

And despite all that detective work, all that data-crunching, how well can we really understand what motivates those whom we hope will become our customers?

There was a report in our local paper a week or two back which stopped me in my tracks as I pondered this very question.

The report recounted the story of a local takeaway restaurant which had just been awarded a Zero by our Local Authority's Foods Standards Department. Just in case you are in any doubt as to what this means – a top rating of 5 is reserved for the very best. Those businesses who employ the very highest standards of good practice and hygiene in the kitchen. Those tarred and feathered with a big fat Zero are likely to have been caught cooking and selling semi cooked abattoir waste – scraped up off the floor. So, I think you get the picture.

So far, nothing that amazing. I've seen a few "1" ratings on my travels even if I hadn't ever encountered a Zero before.

No, the amazing thing about this story was that shortly after the article was published, customers were *still* ordering food from the named and shamed establishment.

Which brings me back to what we think motivates our customers to buy. And it's quite obviously not always what we think it is.

Food for thought perhaps?

Have fun and till next time ...

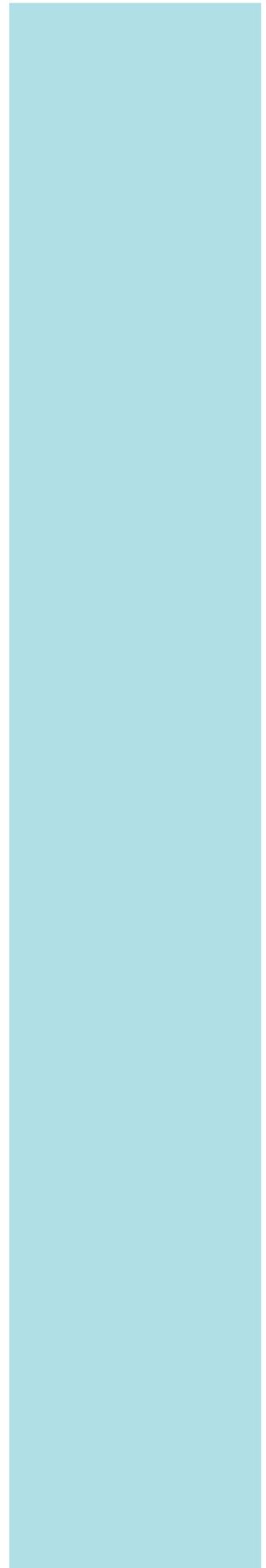
Alec

Alec Sharples is CEO of Fineline Printing

Hurry! Hurry! Hurry!



The bookings for the Solutions Awards are rolling in and in order to avoid disappointment you should reserve your place(s) now! This usually fun-packed sell-out event will again be held at Cafe de Paris in the heart of London on the 14th November 2017.



Sales tips from Nigel Toplis



When did you last analyse your KEY ACCOUNTS?

What do you know about your chosen key accounts? The name key says it all – these are the accounts that are crucial to the continuing success of your business and the ones you should know inside and out. Take their custom for granted or let your service levels slip at your peril!

What do you know about:

- The business
- The people
- The products and services they buy from you
- The when, the why and other (contacts within it).

If you can't answer any of the questions, one of your first tasks will be to call or visit these clients to try and find as many of the answers as possible.

The Business

For each of the customers you have identified as key accounts try to answer the following questions from memory:

- What is the client's business/industry?
- What products or services do they provide?
- Who are their clients?
- How many people do they employ?
- Where are their offices and branches?
- How do they currently promote themselves?
- Do they attend conferences and/or exhibitions?
- Why do they buy our type of products/services?

The People - Answer the following questions:

- What is the name of each of your contacts in the client's company? (first and second names)
- What do you know about:
 1. Family
 2. Hobbies/interests
 3. Job title
 4. Ambition
 5. Why do they do business with you?

The Products and Services they buy from you

Answer these:

- What products and services do they buy from you?
- What do they use these products and services for?
- Which products and services do they not buy from you?
- Why don't they buy these products and services?

The when, the why and the other

Questions?

- When do they buy from you?
- Why do they buy each item?
- When, what and why don't they buy from you?

*Other contacts you don't have a relationship with –
who are they and why don't they buy?*

- Not aware of your full range
- You're not aware of all their events
- don't hear from you that often

Key account development is a major and on-going exercise - It involves a host of strategic activity including segmentation, identification, planning and customer analysis is only ONE of the steps involved – BUT it is a key phase and the analysis process allows you to develop a level of understanding of each customer – which is crucial.

If you don't know your customers then you will not be able to put an effective Key Account Development Plan in place-The plan involves **seven primary stages** that need to be completed to realise the full value of these Key Accounts.

1. Continually increase your understanding of your customers and their business
2. Communicate with your key accounts frequently
3. Work at developing an excellent personal relationship
4. Ensure a consistently high level of service
5. Add value to your service
6. Implement Key Account management systems internally
7. Sell to them!

You should know your customers as well as your own family! It is all about establishing, building and nurturing relationships.

Nigel

Nigel Toplis is CEO of The Bardon Group

Antalis launches Business Coaching workshops

The Digital Academy, based in Leicester, is launching two new Business Coaching workshops.

On the 8th November **the Successful Social Media For Print Sales People workshop** which will be ideal for anyone involved in selling print or associated services. The right social media activity will lead to good business for printing companies. At the end of this workshop attendees will be able to use social media to find new prospects.

The following day **the How To Stop Print Buyers Choosing On Price workshop** will take place. By the end of this workshop attendees will have a system that will help them engage prospects and customers in a new way. They will find that conversations will revolve less around price and more around how they can help their customers' businesses.

Full details of all the workshops can be found at

<http://www.digital2business.co.uk/digital-academy>

Not long now!

This is probably your final opportunity to reserve places at the Digital Printing Awards taking place on 9th November 2017. This year the ceremony will be hosted by BBC presenter and former Olympic runner Steve Cram CBE.

The Digital Printing Awards is always a lavish affair and is staged at The Marriott Hotel, London Grosvenor Square.

For tickets E-mail Chloe.w@whitmar.co.uk Tel:01892 779599

Looking forward.....

Date - **31st October - 3rd November 2017**

Event - **IPEX**

Venue - NEC, Birmingham

Details - Visit www.ipex.org

Date(s) - **16th - 17th October 2017**

Event - **NewTech North London 2017 Large Format Exhibition**

Venue - RAF Museum. London

Details - visit bit.ly/newtechnl

Date - **9th November 2017**

Event - ***The Digital Printer Awards 2017***

Venue - The London Marriott Hotel, Grosvenor Square, London W1K 6JP

Details - E-mail Chloe.w@whitmar.co.uk Tel:01892 779599

Date - **9th November 2017**

Event- ***British Sign Awards 2017***

Venue - Athena, Queen Street, Leicester LE1 1QD

Details - www.britishdignawards.org

Date - **14th November 2017**

Event - ***The Solutions Awards***

Venue - Cafe de Paris, London

Details - Tel 01892 522563 www.earthisland.co.uk

Date(s) - **15th-16th November 2017**

Event - ***NewTech Leicester 2017 Large Format Exhibition***

Venue - Hilton Hotel, Leicester

Details - Tel: 0800 141 2227 E-mail martin@marketingalchemieurope.com

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

Date(s) - **7th - 8th March 2018**

Event - ***PrintWeek Live***

Venue - Ericsson Exhibition Hall, Wasps Arena, Coventry

Details - www.printweeklive.com

Date(s) - **24th - 26th April 2018**

Event - ***Sign & Digital Exhibition***

Venue - NEC Birmingham

Details - www.signuk.com

Finally.....

Please remember that the BAPC exists to provide help and support. If you have an issue that needs addressing. or require help and advice simply get in touch

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