

President's Comments

Happy New Year!

As we are all busy and things are rolling along at a rapid pace, it's often difficult to find time for anything but the day-to-day operations of our businesses.

I'd simply like to take this opportunity to express my thanks to my fellow members for their support and encouragement over the past year.

If there is anything that you'd like to see addressed by SSA or SAC that is relevant to our industry, feel free to contact me.



Sheldon Rioux

President

BAD SALES HABITS TO AVOID.

Sure, we all try to focus on the best ways to close the sale, but we might not be aware of common habits that are counter productive to the sale. Here's a list of some *bad sales habits* guaranteed to blow the sale and make your sales numbers plummet. Unfortunately, even the best salespeople have been known to fall victim. These bad habits should be avoided like the plague.

Talking More than Listening - Salespeople who spend all their time talking give prospects no opportunity to explain what their true needs are and how to satisfy them.

Telling More than Asking - Salespeople who find themselves providing long, drawn out answers to a handful of questions from the prospect are not only losing the prospect's attention, but potentially their business as well. Remember, the person who controls the conversation is usually the person asking the questions.

One-Size-Fits-All Presentations - Mediocre salespeople spend their time explaining to prospects how they can offer the same value and benefits as their competitors. Top performers go to great lengths to differentiate their offer, focusing on what they can provide that no one else can. They also tailor their key selling points to each prospect's specific needs.

Mistaking Big-Name Accounts for Profitable Ones - Salespeople need to prioritize their time and resources based on which buyers truly provide the most buying potential - not simply those whose companies with the biggest coffers. A stall is a stall. Don't waste time on a large client who you know will never buy.

Information Overload - Provide prospects with what they need to know to make an informed buying decision and save the rest for a rainy day (or subsequent meeting). Prospects can become easily overwhelmed with too much information.

Granting Concessions to Seal the Deal - Some concessions are necessary and positive. Concessions set a tone. They can give prospects the impression that they're entitled to special deals. This mind-set will make it increasingly more difficult to maintain a long-term buying relationship.

Assuming a No Today Means No Tomorrow - In sales, it pays to be resilient and patiently persistent. Build strong relationships with top prospects, especially those who have strong ties to other suppliers. When/if things go downhill, or they encounter an issue with their current supplier, they will immediately turn to you.

SOURCE: www.sdgmag/tips/bad-sales-habits-to-avoid (Friday, Dec 30, 2011)



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SASKATCHEWAN
SIGN ASSOCIATION
Established 1993

Dates to Remember

January 9, 2012

SSA AGM and Regular Meeting
Craik Eco-Centre
Dinner 5:30pm, meeting to follow

January 31 - February 2, 2012

Sign and Graphic Imaging Middle East
Dubai World Trade Centre
www.signmiddleeast.com

March 22-24, 2012

International Sign Expo
Orange County Convention Centre
Orlando, FL
www.signexpo.org

2011 Saskatchewan Sign Association Directors

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HOW TO WRAP A COMPOUND CURVE

By: Troy Downey, SDGMAG

Wrapping a compound on a fender can be difficult. However if you know where to start, this can be an easy lay-down. In fact, if you think about it, it's a pretty basic three-step process. The trick is knowing where to start. As with any wrap project, you need to begin with a very clean surface. Use isopropyl alcohol to make it squeaky clean, and make sure to get into all the nooks and crannies.

With many of the curved panels we apply, we analyze the surface and break it up into three areas of application. The rule of thumb is that you always start in the middle. For our fender example, we start with the high center point in the middle (Surface #1), then the top area (Surface #2) and finally the bottom portion (Surface #3). When positioning the vinyl over the fender, make sure it is bed-sheet tight, but too much pressure will cause it to distort.

Surface #1 - Starting with Surface are #1, apply horizontally from left to right about the width of a squeegee.



Surface #2 - For the top area, squeegee horizontally left to right, applying beyond your intended area of application well past the seam between the hood and fender.



Surface #3 - The bottom portion, Surface #3 is where it get fun. Being by pulling the vinyl out, and then down. use your hand to conform the material. Pull to conform toward the front, over the headlight well. Squeegee toward your pressure hand, moving air forward. Apply heat to conform around headlight well. After heating, use your



If you feel this is going to be a challenge for you, practise on your own vehicle a few times. It will come to you. The main thing to remember is your three surface areas.

SOURCE: www.sdgmag/tips/how-to-wrap-compound-curve



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Random....

I Believe...

That either you control your attitude or it controls you.

*The happiest of people don't necessarily have the best of everything;
They just make the most of everything they have.*



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