



# evolve

Printex Monthly News Bulletin

February 2014 | Issue 13

## TIPS OF THE MONTH



**WILL PREPARE**  
AND SOME DAY MY CHANCE  
**WILL COME**

~ Abraham Lincoln

**LOSERS MAKE**  
**PROMISES**  
THEY OFTEN BREAK  
**WINNERS MAKE**  
**COMMITMENTS**  
THEY ALWAYS **KEEP.**

~ Denis Waitley

The best preparation  
for good work  
tomorrow is to do  
good work today.

~ Elbert Hubbard



# Ways to Close More Sales

## By Changing Your Sales Process

We don't pay enough attention to our sales process.

It's only natural for salespeople to be focused on how many sales they close and what their overall numbers are. I contend if we want to change our sales results, need to change our sales process.

One definition of insanity is continuing to do the same thing while expecting different results.

**Below are four things you can do right now to your sales process that will help you close more sales.**

### 1. Keep a log as to what you do.

It's hard for anyone to assess what it is they do if they don't know what it is they've been doing. Keep a log for two weeks and record in 10 minute segments what it is you do.

After 2 weeks, add up the time spent on various activities. I will almost guarantee you will find at least several hours a week you've been wasting that could be spent on more productive activities.

Call this "time management" if you want, but I'll contend unless you're doing what you're supposed to be doing, there's no way you'll ever accomplish what you should be accomplishing.

### 2. Stop spending time on people who you think are prospects but are nothing more than suspects.

Validate early in the sales call if the person you're talking to is capable and serious about buying. Ask them time-oriented questions that will start to flush out when they expect to make a decision.

Work on developing a tight list of questions you can use with customers to help ensure you're spending your time with people who can and will buy from you.

### 3. Leverage other people and other resources.

Don't try to do it all yourself. Too many salespeople try to operate as the lone wolf. Don't.

You'll have much better success if you tap into the resources of others. This includes being more aggressive in developing leads, and yes this means helping others get leads too. We all become like those we associate with. If you want to be successful, then spend more of your time with highly successful people. Same goes for resources. Don't waste your time trying to save a dollar.

**Low-performing people spend time to save money. High-performing people spend money to save time.**

If this means it's time for you to find an assistant to assist you, then do it. If it means spending money buying a new computer or software system, then do it. Whatever it is, the sooner you do it, the more successful you will be.

### 4. Break your total sales process into segments.

Segments might include "x" amount of time each week dealing with existing customers, "x" amount with prospects, "x" amount of time networking, etc. Surprising to most people is there is no magic formula. The magic is in actually doing it, and doing it consistently.

One of the biggest problems salespeople have is they are not consistent in how they do their job each week and each month.

Finally, let me reinforce one more time about the importance of your own attitude.

If you don't believe you will — then you won't. I'm not saying you will just because you believe you will. Sorry, it's not that easy. What I'm saying is there is no way you or anyone can achieve success...and I'm not talking about luck...if you don't believe in what it is you're doing and have the personal confidence to actually do it.

**It's really is quite simple. If you want to close more sales, you have to set yourself up to close more sales.**

That means having as refined a sales process as possible.

# PVC-FREE PHTHALATE-FREE "PIONEER ULTRA YC" INK PRINTING Dos & Don'ts

## A. STOCKS

1. Should have separate colour kitchen and stores and all pots color coded to ensure ease of identifying PFPF inks.
2. Temperature of storage of inks should not exceed 30 deg.C.
3. The kitchen should be identified from outside with a bold display plate.

## B. PRE-PRESS

1. Identify and store separately all frames used for Pioneer Ultra YC print jobs.
2. For the first job, do not use reclaimed screens. Use fresh

mesh fabric for screen making.

3. Use Prep101 & Prep102 for mesh degreasing and mesh-preparation irrespective of using nylon or polyester fabric before coating emulsion.
4. Use only Sericol's Dirasol emulsions as per recommendations.
5. Identify, store and use a separate pack of emulsion for Pioneer Ultra YC jobs. Do not use this pack for coating emulsions on screens meant for non-PFPF (Pvc-free phthalate-free) jobs.
6. Identify, store and use a dedicated emulsion coating troughs for PFPF jobs.

7. After exposing the stencil meant for PFPF job, clean the same separately with clean water. Do not immerse the stencil in a water tub in which other stencils are being cleaned.
8. Use only Sericol's Serifix frame adhesive for fixing mesh on frames.

### **C. COLOUR MIXING**

1. Use good quality plastic or SS containers for mixing the Pioneer Ultra YC inks.
2. Paste stickers on these containers, with the message: "Use only for Sericol's Pioneer Ultra YC inks". Better, use different coloured containers for Pioneer Ultra YC ink.
3. Store these containers in the PFPF kitchen only or on separate shelves.
4. Use separate, dedicated spatulas for mixing the PFPF inks. Store these spatulas in the PFPF kitchen only.
5. Always keep the ink cans closed after taking the required quantity for printing. Leaving the cans open would result in contamination from surroundings.
6. Do not use any other ink system (including Sericol's) with Sericol's Pioneer Ultra YC ink system other than what is specified in the Pioneer Ultra YC Product Information.
7. To ensure good wash fastness and to prevent cracking, do not forget to add 20% YC433 base to the YC colours inks. Mix thoroughly before use.
8. You may add 10% YC591 flow thinner, if required.
9. Take care to clean the container and mixing blade if you are using any color mixing machine. Ideally a dedicated color mixing machine to be used for the PFPF printing requirement

### **D. PRINTING AREA**

1. Except for cans containing Pioneer Ultra YC inks, no other ink cans should be kept.
2. Do not keep the ink cans near to the flash cure unit.
3. Keep the area clean – free of any contamination. Previous contamination has to be removed from printing Table \ Machine.
4. Rags for cleaning purpose need to be sourced from a reliable source to ensure RSL compliance for the same.
5. Use only SS639 screen wash for cleaning purposes.

### **E. PRINTING CONDITIONS**

1. Use dedicated and separate flood coater (scraper) and squeegees for PFPF jobs. Do not store or mix these with other scrapers and squeegees that are used for non-PFPF jobs.
2. If possible, dedicate separate printing machines for Pioneer Ultra YC ink printing.
3. If dedicated machines are not available for Pioneer Ultra YC printing, ensure these machines are thoroughly cleaned of all residual inks from previous print jobs before loading stencils for Pioneer Ultra YC printing.
4. Ensure that the pallets are thoroughly cleaned with

- Sericol's Universal Screen Clean (SS639 or equivalent) before loading the garments on the machine for printing.
5. Use only IA499 Flash-Fix or IA510 T-Fix for fixing the garments on the pallets. Do not use any other glue because there is always a risk of contamination of the garments with non-compliant chemicals.
6. To ensure through cure of the Pioneer Ultra YC as please follow instructions as specified in the Product Information sheet.
7. The cured prints should be cooled to room temperature before folding or stacking the garments.
8. To ensure good dry rub fastness, overcoat the final print (before curing) with YC433.
9. If fusing of prints is required, use only Sericol's TRB08 transfer papers.

### **F. RECLAIMING USED PIONEER ULTRA YC SCREENS**

1. First clean the stencils with SS639 Universal Screen Wash or Sericol's other equivalent solvent.
2. Next, strip the stencils with SSJ41 Strip Powder.
3. Then clean the screens with SVL38 Screen Cleaner & SJL53 Antistain Paste or SHH65 Universal Stain Clean, to remove all residual stains of inks & emulsion.
4. Use lint-free, clean cloth (free of organic stains & other contaminations) for cleaning the reclaimed screens.

### **G. GENERAL**

1. Make the full production team be aware of Brand RSL's by way of seminars and discussions. This needs to be done on a continuous basis to ensure a contamination free production area.
2. Where ever possible Colour code all utensils being used for PFPF Printing.
3. Know your supplier. Check their credentials, and make sure that they understand what you need. To an extent, make your needs their problem.
4. Do not mix inks (Between different inks suppliers and or ink series within the same supplier). This doubles the potential issues and production staff may get confused.
5. Old inks or inks from an unknown source should be discarded safely.
6. Use only phthalate free inks. There is no reason to continue to use phthalates, and they are highly mobile leading to potential contamination.
7. If in doubt, test. There are a number of highly respected independent test houses who can advise and test to any of the common specifications.



We all become victims of our own thinking and the thinking of the people we associate with. I don't mean to be negative, but at times I need to as a way to spur your drive to move your level of sales motivation to the next level.

It is easy to slip into thinking our world is the only world, and when things start to not go the way we want them to go, then we begin to see our world becoming more and more narrow. It's the simple issue of living in a box and not being

willing to get outside of your box. It's absolutely essential for you to put yourself into situations outside your norm. This might be meeting with people from other industries and other professions, it might be spending time with people from other countries, and/or it might be learning from people with different views and experiences.

Any way you do it, you have to allow the boxes you play in to get mixed up a little. The purpose is simple — to give you fresh ideas and different perspectives. Ultimately this will renew your energy to go after your goals. I find myself looking at my business differently each time I return from a foreign country, I find myself thinking more introspectively when I read an editorial from a view I don't subscribe to. It's simple — get out of your box and look around. This doesn't mean you have to change dramatically what you're doing (although sometimes that is what can happen). It simply means you are intentionally looking for a new burst of excitement and drive to tackle your goals. Don't get stuck. Your sales motivation and your sales success is in your hands.

# News from Printex

**6<sup>th</sup>** *Printex*  
**Annual**  
**SALES**  
**CONFERENCE**

will be held on Friday 7th February  
at Royalton Hotel, Faisalabad.

Printex is going to celebrate  
**"Sales Promotional Week"**  
from 3rd - 8th March, 2014.



# News from Printex

Our 1st Audit of **ISO 9001:2008** had been conducted by SGS Pakistan in last week of January, 2014.

**Sroque** 1st Printing Machine will be installed in Punjab at Subhan Printing- Faisalabad during the last week of February.

**Mr. Ghufan Tareen**, our Sales Executive at Lahore has left Printex during January 2014. We wish him all the Success in Life.



Our **Lahore Office**  
The **New Address** is

**549-N, Sabzazar Scheme,  
Near Makkah Chowk, Lahore.**

**Phone No. 042-37496572,  
042-37496616 042-37029525**

**E-mail: [printexworld@gmail.com](mailto:printexworld@gmail.com)**

**Website : [www.printex.com.pk](http://www.printex.com.pk)**