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Under *the* Sun

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A COMPANY'S REPUTATION

"It takes many good deeds to build a good reputation, and only one bad one to lose it."
—Benjamin Franklin

Having a good reputation as a business is invaluable. According to *Harvard Business Review*, "Companies with strong positive reputations attract better talent and are perceived as providing more value in their products and services... their customers are more loyal and buy broader ranges of products and services." Plus, a good reputation will attract investors.

Maintaining a positive reputation is challenging but achievable.

» Keep the exterior of your company, yourself, and your employees polished. Be well dressed, polite, professional, and positive. Maintain a clean and orderly store and ensure your website is user-friendly.

» Provide clear and consistent communication with your customers.

Keep them informed while not overwhelming them with messages.

» Address negative comments and false rumors. One negative review, despite 100 positive ones, could deter a potential customer. However, responding to the negative review will make it apparent that your business is dedicated to ensuring customer satisfaction. The angry customer is potentially appeased, and your reputation is still intact. For smaller businesses, addressing negative feedback may not be that time-intensive. But if you can't stay on top of it, then hire another employee or company to keep track of it for you. It'll pay off.

You can't expect perfection, even from your own business. However, you can take action to ensure your business remains reputable. 🎯



Here Are Some More Tips for Building Your Company's Reputation

- » Exceed expectations for both your customers and employees.
- » Incorporate personalization and customization to set you apart from competitors.
- » Establish greater trust by encouraging customers to leave reviews.
- » Consistently provide quality service and products.

Print Advantage

CREATE A LONG-LASTING IMPACT!

Because print is both tangible and valuable, customers will hold onto it for longer, allowing it to reach more readers over time.



Imagine this: you're sifting through the morning's mail when a magazine catches your eye. The design on the cover intrigues you. You don't have time to read it yet, so you set it down on your coffee table for you to look at later.

That night, you have company over. One of your friends notices the magazine and begins to absently flip through it. Some items catch their eye, so they take note of the company and decide to check it out later. Finally, you too get a chance to look through the magazine. You find some things you want to buy, but you don't have time right now, so you leave the magazine on the coffee table as a reminder. Plus, you decide you like the magazine on the coffee table. It fits the room

and makes the table look less bare. Before bed, you check your emails. There are lots of emails from various businesses. There are so many, and you don't have the time, nor do you want to look through them, so you don't.

Although hypothetical, this is a very common scenario across households. It shows print tends to stand out to the potential customer much more than electronic forms of advertising. Furthermore, print usually has longer staying power, sitting around the house for some time before the consumer eventually clears it away. During this time, it stays in the mind of the consumer, and it reaches all those who come to the customer's house. 📍



"Good ideas come from bad ideas, but only if there are enough of them."
— Seth Godin

"Formal education will make you a living; self-education will make you a fortune."
—Jim Rohn

"The function of leadership is to produce more leaders, not more followers."
—Ralph Nader

"Business has only two functions—marketing and innovation."
—Peter Drucker

"Stopping advertising to save money is like stopping your watch to save time."
—Henry Ford

"Failure defeats losers, failure inspires winners."
—Robert T. Kiyosaki

"A goal is a dream with a deadline."
—Napoleon Hill

"Have the end in mind and every day make sure you're working towards it."
—Ryan Allis

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."
—Jeff Bezos

"Details create the big picture."
—Sanford I. Weill

Featured **Branded Merchandise**

OGIO® BOLT PACK

Sun offers in-house embroidery to turn your order FAST! We have a dedicated Branded Merchandise team to assist you with every step of the order process.

Our featured branded merchandise item for February:

Custom Branded OGIO® Bolt Pack

- 750 twill jacquard poly/560D poly/600D poly, face-coated 600D poly double ripstop
- Checkpoint-friendly top-entry padded laptop compartment
- Padded tablet/e-reader sleeve
- Top zippered valuables pocket
- Deluxe extruded aluminum top handle
- Breathable air flow padded back panel
- Breathable padded shoulder straps
- Pullman handle attachment sleeve
- Dual side mesh beverage pockets
- Deluxe organization panel
- Zippered side accessory pockets
- Front daisy chain attachment system
- Laptop sleeve: 16" h x 11" w x 1.25" d; fits most 17" laptops
- Dimensions: 19.25" h x 13" w x 9.25" d
- Capacity: 1,800 cu.in. /29 L
- Weight: 2.8 lbs./1.33 kg



DECORATION
Middle Front Pocket 8"H X4" W



If you need embroidery within days of receiving the apparel, give us a call or email!

803-791-1786 or info@SunSolutionsUSA.com

Featured Product

THE BENEFITS OF BOOKLETS AND CATALOGS

Booklets and catalogs are sure to catch the eye of prospective clients, increasing customer loyalty and sales.

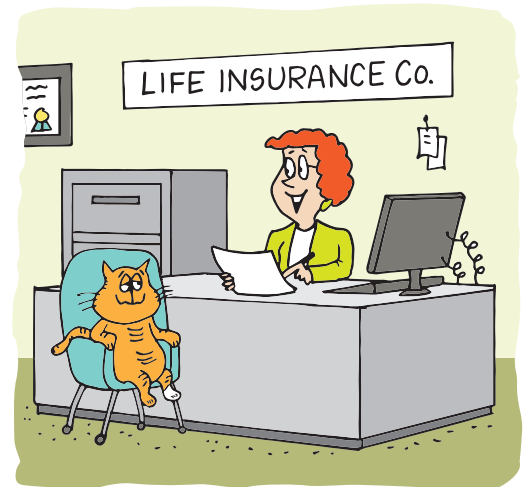
Booklets and catalogs are multipage brochures with multiple options for binding and material. The purpose of catalogs is to display a full list of your company's inventory. They are beneficial because they generate sales, target potential customers, and increase customer trust by establishing company credibility.

Booklets and catalogs can also be quite cost-effective, especially if you include ads from outside companies. Using this technique, the catalogs could potentially pay for themselves. You also have the creative freedom to establish your brand's style, which customers could attach themselves to.

If the design is well done, your booklet or catalog will leave a lasting impression on the customer. Perhaps most importantly, catalogs increase your company's visibility. You can use catalogs as an essential part of your advertising campaign. By effectively utilizing every page, you can be quite successful. 🕒



Business Funnies®



"Are you planning on covering all nine lives?"

Customer Care

Happy Birthday!

It's your customer's birthday! The big question is, should you do anything about it? The answer is yes.

Wishing your customers a happy birthday has numerous benefits. Not only will it help increase client loyalty because it's such a small detail that will stand out to them, but it will also make clients feel cared for by your business. Their positive experiences will prompt them to speak highly of your company to their friends. And word-of-mouth advertising tends to increase sales and brand awareness.

There are many ways your company can wish a customer a happy birthday: phone call, automated message, email, etc. However, sending out a card with a handwritten note will have the greatest effect. No matter what method you use, be sure to also include a call to action. For example, give them a discount while encouraging them to come back again soon. 🎯



Eustress vs. Distress

We've all experienced stress before. Many find it unpleasant and actively try to reduce it. However, certain types of stress can be beneficial.

In fact, without stress, our well-being suffers. Positive stress, or eustress, is a response to excitement. Dr. Michael Genovese says, "Eustress helps us stay motivated, work toward goals, and feel good about life." It causes feelings of excitement, fulfillment, meaning, satisfaction, and confidence, and is usually triggered by a challenge. Most people experience eustress daily when they learn something new, push themselves out of their comfort zones, or set challenging and realistic goals.

Unfortunately, eustress can turn into distress when the challenge is too great and the time frame is unrealistic. Some of the most common causes of distress are relationships, money, work, and unmanaged physical or mental health problems. Chronic distress is detrimental to your health as it can cause headaches, insomnia, weight gain, anxiety, and high blood pressure.

Luckily, you can reduce the amount of distress in your life.

» Say no. No amount of time management will help if you simply don't have the time. Therefore, before accepting new tasks, see if they fit into your schedule. If not, then say no.

» Think positive thoughts. Your mind directly impacts all other areas of your life, so it's best to make it a positive place. One highly effective strategy is practicing gratitude. When you are grateful for something, it becomes harder to be stressed. For example, instead of being worried about an upcoming project deadline, be thankful that you have a job that provides for you.

» Relax. Journal, meditate, watch TV, exercise, etc. Giving yourself time to de-stress will decrease the amount of distress in your life. 🍀

Apps Scene



Google My Business
Android & iOS

Google My Business helps you make your business stand out among Google searches. The app gives you access to a wide variety of valuable tools allowing you to keep your business profile up to date by making edits in real time. You can quickly connect with customers by responding to reviews, and messaging them. Perhaps most convenient is their insight feature, which enables you to see how customers find and engage with your business profile.



Hashtag Expert
Android & iOS

Hashtag Expert helps you come up with hashtags for your social-media posts. Give the app a list of hashtags related to your post, and it will provide hashtags proven to generate likes and followers. You can also browse top hashtags, study hashtag analytics, and view their "hashtag report cards" (a grading system they invented for hashtags).



Todoist: To-Do List & Tasks
Android & iOS

Todoist is there to help organize, plan, and collaborate on projects. You can organize tasks based on priority level, add reminders for due dates, and include recurring due dates. If you prefer seeing your tasks visually, Todoist has Kanban-style as an option. Additionally, you don't have to choose between your favorite apps or Todoist. You can integrate Gmail, Google Calendar, Slack, Amazon Alexa, and more with your app. This way, all your information is in one convenient place.

UNDERSTANDING GENERATION Z

Generation Z (people born between 1997 and 2012) is emerging into the workforce. They are the largest and most diverse generation in the U.S., making up a quarter of the population. Gen Z is not like the generations before them. Here are a few things that employers should know.

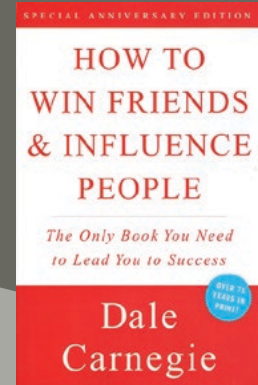
» Gen Z has different values in employment. Although, like the preceding generations, salary is still significant to them, Gen Z also deeply cares about their work-life balance. Employers who provide paid time off, mental-health days, a good community, and paternal and maternal leave will stand out to them. They also care about the type of job they'll be doing. They want a meaningful career that makes the world a better place. Gen Z is also not as excited for the typical sit-down 9-5 job. They want something a little bit more active and interesting.

» Gen Z loves and is naturally skilled in technology. They grew up in a world surrounded by technology, and are incredibly adept at utilizing it. Because of this, Gen Z would prefer to work in an environment that is technologically updated. On average, they have experience with more than five types of software applications, the most common being Microsoft Office, Google

Suite, Slack, Microsoft Teams, and Tableau. They're also experienced with social media, on average spending about 4.5 hours per day on it. This can be highly beneficial to your business because you'll have someone who is naturally talented and who knows what's popular. A solid social-media campaign can significantly increase sales.

» Gen Z prefers digital forms of communication. Technological communication is fast, efficient, and convenient. Because of this, Gen Z tends to be okay with downloading apps that connect them to the workplace (such as FirstUp).

Gen Z is coming to the workplace. They have lots to offer, but it's important for employers and coworkers to remember they are different than previous generations. Knowing these differences will better enable you to integrate this new generation into the workplace in a way that utilizes their strengths. 📍



How to Win Friends and Influence People

by Dale Carnegie

In 1936 Dale Carnegie wrote *How to Win Friends and Influence People*. In it, Carnegie provides two main pieces of advice:

» Be genuinely interested in others. People love talking about themselves, and your interest will cause them to like you. First, remember their name and use it often. Then, ask questions about them and be a good listener. Ask follow-up questions about things they said that interested you. Find out what interests them and turn that into something you are interested in. Do your own research on the topic and go back to them to have a more deep and knowledgeable conversation.

» Give frequent praise. When you praise someone, their perception of you improves. Incorporate praise into your daily life by being on the lookout for others who are praiseworthy. When administering praise, be precise about what you are praising. Remember that praise is much more influential than criticism. People will want to do things that provide praise but will shy away from that which brings criticism. 📍



Working Together



Addressing Office Conflict


Although peace and quiet are ideal in the office, it unfortunately is not always the case. Sometimes employees don't get along.

It's important to be prepared for this situation because conflict within the workplace affects everyone, not just those involved. If it escalates, it could negatively hurt your company's productivity and profits. The following are steps you should take if a conflict arises.

- » Make sure the conflict is not an Equal Employment Opportunity Commission (EEOC) issue. This includes harassment and discrimination. Remember, it is not the intent of the behavior, but rather how the behavior is perceived. If the conflict is an EEOC problem, the employee should file a "charge of discrimination" with the EEOC.
- » Encourage employees to figure it out themselves. By staying out of the conflict, you'll prevent the illusion that you are playing favorites, which would further escalate the problem.
- » Moderate the confrontation. Speak to each employee one on one to hear their side of it. Then encourage them

to meet and sort it out. Give them practice in "I feel" statements and tips on good communication. Let them know that disagreements are normal, but disrespect is not. Sometimes, a solution is not always going to be reached. At this point, it may be best to agree to disagree.

- » Find your own solution. Sometimes it may be best to reorganize the teams so the employees have minimal contact. If one employee is causing the majority of the strife, it may be time to rethink your staff.
- » Write it up. All forms of conflict within the workplace should be written up. It will help you better see patterns and have them on hand for future reference. Having records is especially beneficial if an employee later tries to sue.

Workplace conflict is never ideal, but knowing how to handle it can help. 

February Birthdays

John Moroz – 02/06
Tina McFalls – 02/17
Robert Koon – 02/19
Sherry Senn – 02/26
Darrell Eskew – 02/28

February Anniversaries

Catherine Woodyard – 5 years

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Sun Solutions
345 Dreher Road
West Columbia, SC 29169

Phone
803.791.1786 Local
800.523.7058 Toll Free

E-mail
Letters to the Editor
Jacob.Cook@SunSolutionsUSA.com
Customer Service
info@SunSolutionsUSA.com

Fax
803.794.9487

Web
www.SunSolutionsUSA.com

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

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