



PROMOTIONAL PRODUCTS
MAXIMIZE YOUR INVESTMENT

Promotional Products can play a very important role in marketing your company, products, and services.

In order for me to help make constructive suggestions for your promotional product needs, I would like to gain a better understanding about your company, your marketplace, and your customers. I prepared the following notes to help us think through your needs.

Your Company – What is the image you want to portray?	Your Marketplace – Tell me about the challenges you face.
<ul style="list-style-type: none"> • Quality • Price • Reliability • Customer service • Range of equipment • Fast response • Your people • What makes you special? 	<ul style="list-style-type: none"> • Your customer does not know about you • You have tons of competition • You are higher priced • Your competition does... • Your competition gives away... • You have a different method of distribution • You are the leader in the industry - you want to stay ahead by...
Your Customers – Who are you customers?	Details-
<ul style="list-style-type: none"> • Where will they be when they need your product? • Where will they be when they decide who to call for your type of product? • What is their work environment? • What do they wear? • What are their interests? • Age? Sex? 	<ul style="list-style-type: none"> • What quantity do you need? • What price point do you want to target? • What is your in hands date? • Are you planning for an event? <ul style="list-style-type: none"> -Theme? -Location? -Awards? - Room Gifts?

These are just some of the thoughts and questions I would like to review with you. Promotional items are a very important marketing tool. My goal is to maximize your return on investment in these tools.

Please feel free to call with questions. I would welcome the opportunity to visit with you to see how promotional products can help you reach your goals.

Thank you for your consideration.