



Specialty Promotions, LLC
 YOUR NAME OR LOGO
 ON VIRTUALLY ANYTHING
 Tel: 626-359-1655 - Fax: 626-359-6035
Pamela@PromosBySP.com
www.PromosBySP.com

Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

[Forward this to a friend](#)

[Display this in your browser](#)

February 2011

Dress for Success

Have you considered outfitting your employees with casual polos or shirts?

Many companies have found allowing workers to wear casual business wear at least once a week has numerous benefits. Here are the results from a recent human resources survey:

- 87% improves morale
- 81% perceived by employees as a benefit
- 51% employees save money because of casual dress
- 47% improves productivity

New this year, ladies' and men's polos with contrasting piping on the collar and sleeves. **Dress'em up in style wearing your**



logo.

Quotable Quotes:

"And in the end, it's not the years in your life that count. It's the life in your years."
 -Abraham Lincoln

"To accomplish great things, we must not only act, but also dream; not only plan,

Getting Prospects to Act Now!

The purpose of using ads, sending letters, making cold calls, and holding special events is to get people to do something. You want them to ultimately buy your product or service. How do you tip the scales so potential customers hear your call to action? The answer is premiums. Studies prove people overwhelmingly respond better to motivational incentives over pitches alone. When a computer company wanted to announce a new software program last year, they launched a direct mail campaign utilizing the image of Albert Einstein and the theme, Brilliant! Five hundred prospects were mailed a pair of imprinted sunglasses and a graphic of Einstein wearing shades. A clock bearing the funky image was offered to those who made sales appointments. The company



scored an 80% response rate. Premiums can also boost event attendance or web site visits. In newspaper ads, a local contractor promises free tape measure keychains to anyone who submits an online request. Proposal inquiries have quadrupled since initiating the incentive. One hospital distributes inexpensive badge holders to employees who donate more than \$25 to its United Way drive. The little goodie has become a badge of honor, and entices higher participation. As long as you're investing in advertising, why not spend a little extra to make sure it works? We can show you how to turn prospects into customers. Call us today for ideas!

New and Unique Products



Robot USB Drives



5 Point Animal Magnetics



Liquid Openers

but also believe."
-Anatole France

"Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive."
-Howard Thurman

"I am easily satisfied with the very best."
-Winston Churchill

"Excellence is not a singular act, but a habit. You are what you repeatedly do."
-Shaquille O'Neal

The Riddler:
***Your Chance to Win
a Free Gift***

What is yours but your friends use it more than you do?

Get Your Customers Talking

There's no business like referred business. Customers who've had a positive experience are often willing to share their stories with family, friends, and co-workers. Consider using incentives to get your satisfied customers talking.

In a recent study by a leading Texas university, insurance agents asked their customers for referrals. One group of agents gave out small gifts as a token of appreciation and the other group sent thank you notes. On average, customers who got the gift provided 23% more referrals. If you want to get your clients talking, try sending them something unusual, fun, or useful - that identifies with your business. Examples include: a travel agent giving away a portable alarm clock or a travel kit; a golf course mailing imprinted golf balls to local golfers; and a parts dealer sending customers a multi-purpose tool/flashlight. If your company could use more referrals, call us today for some great suggestions!



Specialty Promotions, LLC

1191 Huntington Dr. #201
Duarte, California 91010
T: 626-359-1655 | F: 626-359-6035
www.PromosBySP.com