

  
**Specialty Promotions, LLC**  
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### How about a coffee break?



Mason Industries sent out its company literature accompanied by an imprinted coffee mug and a package of coffee. The idea was the recipient would "take a coffee break on us" while reviewing the materials. The cup, imprinted with Mason's phone number, made a useful, high-impact premium giveaway. It didn't end up in the trash, and it made the prospect stop and think about what Mason had to offer.



### Quotable Quotes:

If God wanted us to bend over he'd put diamonds on the floor.  
*Joan Rivers*

I'm not a real movie star. I've still got the same wife I started out with twenty-eight years ago.  
*Will Rogers*

Money won't buy happiness, but it will pay the salaries of a large research staff to study the problem.  
*Bill Vaughan*

Never fight an inanimate object.  
*P. J. O'Rourke*

### Motivating the Majority



"No company stays in business for long if a large chunk of its sales force consistently feels ignored and unrewarded" says Dave Kurlan of the Objective Management Group, a sales management consulting firm. Each sales force is a mixture of high-powered producers, average performers and a few laggards who perpetually bring up the rear. Every sales manager dreams of a sales force of stars, but rarely do the high producers make up more than 20% of even the best sales force. A sales incentive program cannot afford to ignore the middle to low producers who make up approximately 80% of the sales force. This group can post dramatic gains when properly motivated. In fact, an incentive program geared to the top producers can actually demotivate the middle level. Many experts say your incentive program should target the middle producers.

#### Consider:

- A well-crafted motivation program keeps incentive rewards within reach. Don't spotlight rewards that are simply beyond the reach of the 80%. A \$50 gift certificate will look pretty pale when compared to a new BMW.
- Plan for regular communications, the value of an incentive program lies in its ability to focus attention and effort on reaching quota. This means constant communications to keep the rewards top of mind.
- Remember to have fun. The members of your sales force face the grim reality of a competitive market place. They should rejoice in the joy of meeting a challenging goal.

Never have more children than you have car windows.

*Erma Bombeck*

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

For some I go fast, for others I'm slow.  
For most people I'm an obsession,  
relying on me is a well practiced  
lesson.  
What am I?

Be one of the first two people to  
answer the riddle to win!

## New and Unique Items



This unique night light can feature your company's logo to keep the recognition in front of the customers even in dark places. This item can be featured in either blue or green when it glows.



This silicone Grabber Mitt can be handy at any BBQ or company picnic this summer. This multi-use Grabber is available in green, red, blue and yellow.



This all in one convenient electronics carrier features an ID Card Window, Zip Pocket for currency, breakaway lanyard, plastic clip and Velcro closure.

## What is the Cost?



The message on a sports bottle or coffee mug can be seen an average of 10 times a day, which makes the cost per exposure  $\frac{1}{2}$  of a penny over the one-two year life span of the mug or bottle. People will look at their watch an average of twice an hour. For a \$12 watch, the cost per exposure is \$.001 cents over a two-year period.

An imprint on a calendar gets seen 5-6 times per day, which works out to 1,095 glances per year. The cost per exposure for a \$3 calendar is \$.002 cents.



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