



Specialty Promotions, LLC

YOUR NAME OR LOGO  
ON VIRTUALLY ANYTHING

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# Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

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March 2011

## Suit Up

Whether you're looking for a gift for a golf-loving client or outfitting a company softball team, we've rounded up some of the best sports apparel and accessories:



**Stay Cool** - Dress everyone in comfortable style!

This moisture-wicking polo shirt is anti-microbial and includes UV protection.



**Hands-free** - This handy arm band holds electronic devices such as MP3 players and cell phones. It's perfect for runners and makes a great giveaway for gyms and personal trainers.



**Top Hat** - When considering hats, be sure to check out the new performance styles. This hat features extra breathability and moisture wicking to provide comfort on warm days.

## Building Customer Goodwill

Now that the economy is starting to revive, it's more important than ever to create goodwill with customers. This will help you stand out from the competition and strengthen brand loyalty.

Studies have shown that promotional products are a very effective way to increase customer goodwill. Here are some ways you can use promotional products to build a more positive attitude about your company:



. As thanks for repeat business or referrals. A restaurant, for example, can make customers happy (and gain free brand exposure) by giving valued customers t-shirts, hoodies and hats. A high-visibility item like a desk clock or calendar is a good way to say thanks for referrals.



. As a sales leave-behind. After your meetings, leave an item related to the solution you offer. One company uses calculators to help add up the increased sales they can bring in; another provides memo boards to record the creative ideas they will provide.

. To show support for social causes. Many customers look for businesses that support local, social or environmental causes. If your company sponsors a team or a cause, promote it with silicone wristbands



or lapel pins.

. In direct mail campaigns. Boost open rates by including an item like a highlighter set or ruler. Increase response by offering a gift such as a wireless mouse or business card holder.

## Quotable Quotes:

A man who carries a cat by the tail learns something he can learn in no other way.  
- Mark Twain

"Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless."  
-Jamie Paolinetti

"We're so busy watching out for what's just ahead of us that we don't take time to enjoy where we are."  
-Calvin & Hobbes

"Being happy doesn't mean that everything is perfect. It means that you've decided to look beyond the imperfections."

"The greatest barrier to success is the fear of failure."  
-Sven Goran Eriksson

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

*The one who makes it, sells it. The one who buys it, never uses it. The one that uses it never knows that he's using it. What is it?*

**Special Dates to come:  
Administrative Professional's Day:  
April 27, 2011**



. To win back inactive customers. Get them thinking about you again with a gift such as a plant in a logo'd container or a box of chocolates.

**Contact us for more ideas on building a positive image of your company!**

## New and Unique Products



Tri-Pocket Sport Duffel

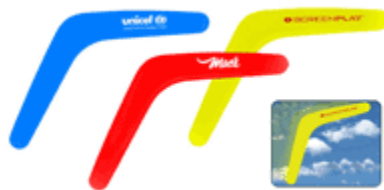


Flexi Ruler



Brite Liner®

## Great Returns



Xerox has found that promotional products can increase response to its direct mail campaigns by 5% to 15%. So when the company wanted to highlight the high return on investment one of its products can provide, it included a boomerang in the mailing. The boomerangs were personalized with stickers printed with the recipient's name, company and state, making them even more attention grabbing. Prospects who signed up for a sales meeting were entered into a drawing for a trip to Australia, further reinforcing the "return" theme of the boomerangs.

We can help you design an entertaining campaign that will keep your message top of mind with prospects. **Just give us a call!**

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