


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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Spark A Conversation

With less and less people smoking, matchboxes are not as hot of a giveaway item as they once were. However, they do deserve a serious second look from you. Why? Because when you send out logo imprinted matchboxes you start a conversation with your customer. You are not just providing matches but building a relationship.



A quick note from you with the matches recounting the different times you have had all the candles on the birthday cake and no matches to be found anywhere or the power goes out and you know where the candles are but not the matches, shows that you understand your customers day to day problems and that you work to provide them solutions. It gives them the chance to see you as someone with whom they can relate.

Say a lot without spending a lot. Fairly inexpensive, these are not your father's matchboxes – from cylinders to tents, there is a logo imprinted matchbox that will help strike up a new relationship or brighten up an ongoing one.

From lighting grills to candles your customers still reach for matches all the time – let them reach for a helping hand



Trade Show Spotlight

When planning for a successful trade show, don't overlook the essentials: name badges, lanyards and giveaways.

A name badge doesn't just have to have your company name. Consider highlighting the features and benefits of your company or try a conversation starter on your badge like, "Who do you know who needs our services?" This way they can be reused for networking events and sales calls. Name badges now come in multi-color designs and can accommodate your web address and logo. Your company name on a screen print lanyard gives an eye-catching finishing touch to your name badge.

Think about the last trade show you went to and what did you see everywhere: laptop and notebook computers. Now imagine your logo on all those laptops. With a giveaway of a laptop sleeve all over the vast trade show floor people will see your logo and company name. More people than you could talk to would be familiar with your name. These sleeves come in a flexible material that covers most laptops and have a handy zipper closure.

For planning, organizing and executing a successful trade show call us today to get started!

New and Unique Items

		
<p style="text-align: center;">Photo Ornaments Extra Thick Glass</p>	<p style="text-align: center;">No Battery Flashlight</p>	<p style="text-align: center;">LED Glow USB Drive</p>

from you that has your logo on it.
– call us today to get those
conversations started!

Quotable Quotes:

Get your facts first, then you can
distort them as you please.
~ Mark Twain

A successful man is one who makes
more money than his wife can spend.
A successful woman is one who can
find such a man.
~ Lana Turner

"I am only one, but still I am one. I
cannot do everything, but still I can do
something. And because I cannot do
everything I will not refuse to do the
something that I can do."
~ Hellen Keller

"May you live every day of your life."
~ Jonathan Swift

Ornament. Full Color 360 Degree Wraparound Image	What better way to lighten up a sales call or a trade booth than with a giveaway that creates some electric buzz. An even better way is to make sure the buzz doesn't need batteries to give it life!	This illuminated design is striking against the black casing with chrome accent. Choose the best light color to light up your logo. This design features a spring loaded retractable mechanism in lieu of a cap.
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Pop Outside The Box

Maybe you have noticed it or maybe you have read about it. That is, the recent trend of companies to not raise their prices in this economic climate but instead reduce the weight. While this may help with sticker shock, consumers are noticing and they are not happy.

Show your customers that you are in this economic uncertainty with them and your company is not in on this trend. This downturn is an opportunity: an excellent time to differentiate yourself from your competition. Send out full-sized popcorn tins to your customers, like you did when your market was booming, and reassure them of your commitment of maintaining value for your prices. Popcorn tins can say thank you three ways – with butter, toffee and cheese. They can also be personalized with your logo and website. Include helpful hints on ways to reuse the tin and confirm to your customers you never stop thinking about ways to serve them.



Plan an Open House and hand out custom-designed, full-color logo imprinted bags of microwave popcorn as a gift. Bundle two or three together with logo imprinted napkins for the finishing touch of a successful customer event.

Either way, your customers' eyes will pop at your generosity and reinforce them to do business with you.

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