

Use expiration dates

EXPIRES

This was on a coupon: **“Expires next Friday.”**
Expiration dates give urgency to your promotion. Savvy marketers know it’s better when people buy today, rather than tomorrow. When there’s no rush, people set your promo aside — and usually forget about it.

Free Samples

FREE SAMPLE

Want to gain a lifetime client? One way to do it is to give something away FREE. It is best to hand a prospect a free sample. Don’t just leave them on the counter. At Quality Brand, we give free samples of copier paper to prospective clients. We’re buying and selling paper by the “truckload” now.

Gift Certificates

CERTIFICATES

Gift certificates offer win-win situations for both retailers and consumers. Here are some facts: 1 out of every 4 never get used. Customers pay to network for you. Less business for your competitors. Immediate cash flow. A customer of ours generates \$30,000 in gift certificate sales before Christmas.

Report Card

Quality Brand Printing might be *better* than your current printer. It’s something you should consider.

Consider these five specific areas of performance.

- 1. Quality
 - 2. On-Time Delivery
 - 3. Price
 - 4. General Ease-Of-Doing Business
 - 5. Innovation / Providing New Ideas
-
- TOTAL**

Rate your current printers performance in these areas. Grade each area on a 1-20 scale.

If the other printer’s point score doesn’t add up to at least 90, you should give Quality Brand Printing the opportunity to talk with you. Let’s get together to discuss your printing.