



805 WADE ROAD • LONGMONT, CO
80503

DONNA COFFEY
TEL: 303-776-7444
FAX: 303-776-9606

donna@impressionsmarketing.com

The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

Spring/Summer 2010

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Promotional Times™

Information and Ideas for Improving Sales, Image and Profits



5 Simple Ways to Generate Repeat Sales

New customers are great, and repeat customers are even better. How many of your customers return after that first sale?

Perhaps the best piece of advice on generating repeat business is to approach each sale as the opportunity to gain a long-term customer. These five steps provide a good starting point:

- 1. Don't overpromise.** It's natural to emphasize the advantages of your product or service. Just be careful not to disappoint your customers by failing to deliver the full quality or benefit you promised.
- 2. Keep customers in the loop.** We all run into snags from time to time. Being upfront with your customers and updating them on any issues or changes to their order will go a long way toward earning their trust and respect.
- 3. Show appreciation.** A thank-you letter sent after the first sale is a good opportunity to educate the client on additional services or products you offer. Include a gift such as an imprinted box of chocolates or cookies, a logo'd USB pen preloaded with product information, or gourmet tea.
- 4. Make it easy to remember you.** Keep your company name and contact info top of mind with new clients by sending them a unique or cool note holder, coffee mug, desk clock, clip or magnet. They'll be sure to think of you when it's time to reorder!
- 5. Be a team player.** Learning your customers' needs and going above and beyond to find solutions to their problems will make you a valued partner — and help you stand out from the competition.



The steps outlined above provide big returns for just a little extra effort. Contact us today for more ideas!



How to Plan a Successful Employee Training Session

While the words “training session” can fill both managers and staff with dread, employee training doesn’t have to be tedious.

Rather than overwhelming employees with information on several topics, start by selecting one key issue or skill to focus on. Communicate the topic to attendees beforehand and let them know why this particular issue is important.

Next, get everyone on the same page by providing a thought-provoking article, relevant case study or self-assessment tool for attendees to read and prepare ahead of time. You can also give everyone a nice padfolio and pen imprinted with the theme of the session.

Experts recommend that the trainer speak for 60% to 70% of the session, so brainstorm ways to keep employees engaged during the remaining time. Start with a fun ice breaker to help everyone get to know more about each other, and then plan activities such as quizzes and role-playing. One company sent trainees on a scavenger hunt, with fun prizes like logo’d water bottles and t-shirts for the winners.

Finally, look for ways to remind employees of what they learned long after the training has ended. An imprinted Magic 8 Ball, for example, could remind your staff to ask, not guess, what the customer needs, while a Rubik’s cube or other puzzle can help attendees remember the problem-solving skills taught in the session. A nice plaque, personalized paperweight or framed certificate of completion will make attendees proud of their efforts — and more positive about future training sessions.

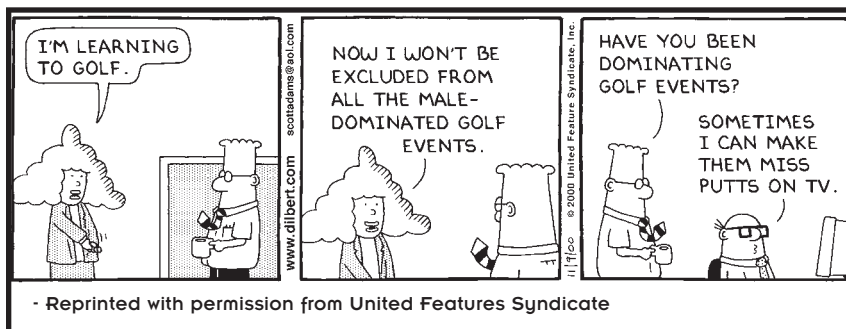
We can help make your next training session interesting as well as educational. Just call us for details!



Prospecting Made Easy

Prospecting for new customers doesn’t have to be painful. Use these tips to create a simple, easy-to-follow plan:

- **Schedule it.** Prospecting is important, but many sales people find it hard to make time for it. Schedule a block of time just for prospecting each week.
- **Stay organized.** Find an easy way to manage your contact list and notes, whether it’s with contact management software or a simple spreadsheet.
- **Warm up cold calls.** Send a sales letter before you call. Increase the open rate and give yourself a conversation starter by including a small gift. A key tag, for example, can illustrate how you’ll drive sales for the client, or you can send a calculator to help “add up the savings” you offer. A business card holder with a few of your cards inside is another attention-grabbing idea.
- **Practice, practice, practice.** Write out a cold-calling script and practice with a colleague until it sounds like you’re not reading.
- **Be consistent.** Consistency is key to effective prospecting. Once you establish a plan for finding, contacting and following up with prospects, make it part of your weekly routine.



Lagniappe
(a little something extra)

Quotable Quotes

To be upset over what you don't have is to waste what you do have.
— Ken S. Keyes Jr.

People are living longer than ever before, a phenomenon undoubtedly made necessary by the 30-year mortgage. — Doug Larson

You can clutch the past so tightly to your chest that it leaves your arms too full to embrace the present. — Jan Glidewell

Always put off until tomorrow what you shouldn't do at all.
— Morris Mandel

Women and cats will do as they please, and men and dogs should relax and get used to the idea. — Robert A. Heinlein



New, Unique & Green

This April marks the 40th anniversary of Earth Day. Celebrate with these great earth-friendly gifts, or contact us for more ideas!

Hold It – This stylish, eye-catching pen holder is made from sustainable bamboo. Add a bamboo business card holder and frame to create a high-impact, eco-friendly desk set.



Fold It – This handy foldable ruler is made from recycled plastic. It's great for office workers, contractors, schools, hardware stores and housewares retailers.



Good, Green Fun – Give your employees and clients the gift of earth-friendly fun with this flyer made from biodegradable plastic. It also works as a paper plate holder and makes a cool giveaway for company picnics, banks, churches, schools, restaurants, college bookstores, sporting goods retailers and more.



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.



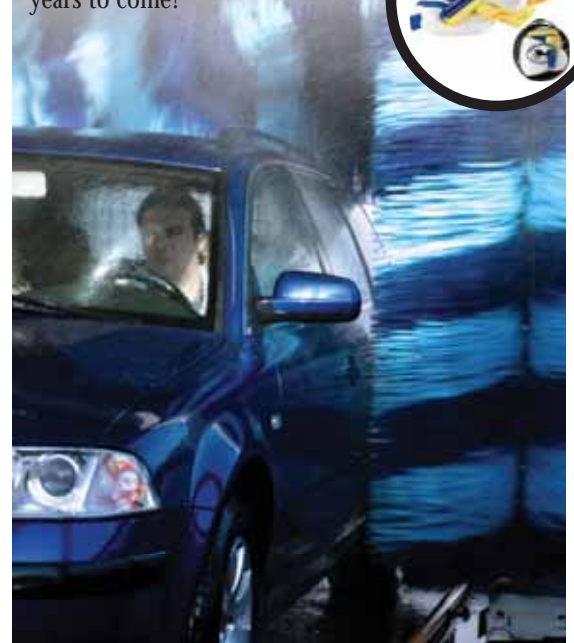
Top Hat – When considering hats, be sure to check out the new performance styles. This hat features extra breathability and moisture wicking to provide comfort on warm days.



Create Brand Awareness and Goodwill

To boost brand awareness, State Farm transformed several Los Angeles car washes into branded "car spas." At the spas, which tied into the auto insurer's "Experience Peace of Drive" theme, employees in logo'd polo shirts offered drivers free branded gel eye masks, chair massages and cold drinks while their cars were washed.

This promotion is a natural fit for car dealerships, auto parts stores, repair shops, banks and restaurants. Offer clients an imprinted car care kit, sun shade or fluffy spa towel to help them remember the promotion for years to come!



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: A friend was telling me, "I have eight sons and each has one sister." In total, how many children does my friend have?

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back). Answer to last issue's riddle: The Dictionary



Celebrate Year-Round

The holidays can come more than once a year! Bring a smile to your clients' and employees' faces when you surprise them with a gift on a unique day. Here are some ideas to get you started:

No Socks Day (May 8). With spring finally here, help clients go sockless in style with a pair of custom flip-flops.

Sunscreen Day (May 27). Kick the summer off right with the gift of imprinted sunscreen and lip balm.

Flag Day (June 14). Show your patriotic side with a flag-themed stress reliever, mug, lapel pin or ribbon.

Do Something Nice Day (October 5). Take this opportunity to do something nice for employees and clients with gourmet treats, a coffee set or a nice photo frame.

The calendar holds many more fun marketing opportunities, including National Compliment Day (January 24), Eat What You Want Day (May 11), Tell a Joke Day (August 18) and Make a Difference Day (October 23). Contact us for more holiday ideas today!



Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

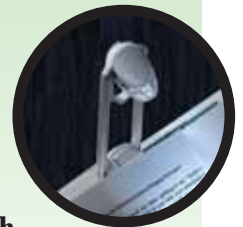
Q: I'm looking for a memorable way to promote our medical clinic. Please help!

A: Keep your clients and potential customers happy year-round with a promotion that changes with the seasons. Custom imprinted ice packs, first aid kits and sun-care kits are perfect giveaways for spring and summer. Hand sanitizers, tissue packs, body fat analyzers and pill cases are always appreciated in the fall and winter.

Q: Our bookstore's business often slows down during the warmer months. What can we do to keep driving traffic into our store?

A: Summer is the season of good beach reads. Why not mail a postcard highlighting top beach picks and offering customers a free beach ball or towel when they make a purchase? You can also offer a handy booklight or journal and pen set to clients when they refer new customers to your shop.

NEED HELP? SEND US YOUR QUESTIONS.



Please copy and fax or mail your request

**Do you enjoy reading our newsletter?
Call, fax or email us with your comments.**

This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success?
Please contact us at:

DONNA COFFEY
TEL: 303-776-7444
FAX: 303-776-9606

donna@impressionsmarketing.com

I'm interested in:

- Lead Generators
- Green Promotions
- Tradeshaw Giveaways
- Incentives/Awards
- Employee Motivation
- Apparel
- Spring/Summer Promotions
- New Products

I need: literature pricing samples of these products: _____

Contact _____

Company _____

Address (if different from addressee) _____

Phone/Fax/Email _____

Riddle Answer _____



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