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Opportunities for sales growth abound

Where does your business news come from – radio, newspaper, Internet, television, business magazines – or a combination of them? Whatever the source, you'll find a large dose of negative business news. Media might even focus on what is going wrong in business today, from high unemployment to issues with investing in the stock market.

If you took these dire reports to heart, you could find it hard to get out of bed each day! However, don't dismay. According to a survey conducted by the research firm IBIS World in conjunction with Inc. magazine, opportunities abound for promotional products. In fact, the survey shows that some niche industries have seen significant growth recently.

For example, the findings show that Home Healthcare presents a prime opportunity area for you to grow your business. The category is expected to grow by an average of 4.9% annually through the year 2014, due largely to the aging "Baby Boomer" generation.

Target accounts in the industry include independent healthcare providers as well as those facilities affiliated with larger hospitals. Jar openers, pill cases and magnifying glasses are proven promotional product winners for this sector. The "product concept theme" to pursue with home healthcare advertising involves items that are convenient, easy to operate and don't require intensive instructions.



Another category of growth businesses as cited by Inc. magazine are Bakeries and Baked Goods. Your Fall Gift

Ideas Journal offers several ideal promotional products, such as: Bamboo Spatula, Bamboo Slotted Spoon, Silicone Pot Holder, Silicone Glove and the Super Spreader. Don't miss presenting the Double-Duty Slim Silicone Spatula and the Pro's Choice Silicone Pastry Brush. These two promotional products are featured in your Fall Specials brochure.



In another area of the spectrum is the Tea and Healthy Beverage category. Sales efforts should be aimed at the mid-to small-size manufacturers. Driving this category are, once again, baby boomers looking for healthy alternatives.

Another sector ripe for growth is Environmental Consulting. Prospects are companies that perform land and water surveys and offer environmental testing. A few promotional products to propose to marketers in this category are notepads, Tru Art Calendars, can coolers and t-shirts. It's wise to suggest eco-friendly products or goods promoted as alternatives to disposables.

Other industries/businesses cited in the Inc. survey for strong growth opportunities are: Education (exam preparation, tutoring) along with Translation and Interpretation Services.

The point to remember is not to let media reports decide your level of success. As revealed by Inc. magazine, opportunities abound for our Industry. Maintaining a positive attitude will help you experience sales success!

- Steve Horner

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 **BankersADVERTISING**
COMPANY

Leaders of the week

TOP VOLUME

GLENDA STORMES-BICE, MAS
 TIM CHAMBERLIN
 ANN PARKER, CAS
 LORI ALBERTS
 KEN & BARBARA KELSEY, MAS
 CHARLIE KOLKMEIER
 SHARON DENNIS
 SCOTT PETTIS
 MARGEEE MICHAELIS
 HENRY WISDOM
 ALBERTA GILBERT

NUMBER OF ORDERS

BRUCE SHAY
 BECKIE LUTZENKIRCHEN 27
 TIM CHAMBERLIN 25
 GLENDA STORMES-BICE, MAS 17
 MARGEE MICHEALIS 15
 SHARON GUYETTE, MAS 13
 DEREK SMITH 13
 LORI ALBERTS 12
 ALBERTA GILBERT 12
 SCOTT PETTIS 12
 SHARON DENNIS 10
 LINDA MERCIER 10
 DARREL SCHWEITZER 10



KEITH GARLING
 CHRISTINE HANKE
 MARTHA HOOK



HENRY WISDOM has “banked” several orders lately. One bank reordered Bic Grip Rollers, another signed for 2,000 chef’s aprons and a third bought 144 embroidered caps. A local restaurant that sells chicken dinners to go reordered 144 travel mugs. The restaurant’s customers buy the mugs with soda and then bring them back for lower cost refills. Henry has notched several reorders for the mugs. A hardware and lumber company in his area liked the Souvenir Tri-Grip and bought 1,000. Henry also sold appointment-style and Press-N-Stick calendars to an auto care center, while an auto dealer liked the current sale on Koozies and signed for 500 to reward vehicle buyers.

ALBERTA GILBERT has been busy wrapping up orders for swimsuit and sunshine girls calendars that she sells every year to a machining company. In addition, Alberta showed one of her bank customers the Lamis tote from the fall gift meeting and earned an order for 50 black-and-white totes to match the bank’s colors. The same bank also bought 144 jersey mesh caps, 100 decks of playing cards, 150 six-pack coolers and 250 piggy banks. Additionally, an orthodontist in Alberta’s area reordered 72 t-shirts. The shirts are presented to children when they get braces.

LINDA MERCIER’s clients include hospitals in her area. Marketers for one of them recently liked her suggestion of the #2645P Antibac pen from Senator. This antibacterial pen kills 99.9% of bacteria it contacts within 24 hours and the protection lasts the lifetime of the pen. Here’s a promotional product that helps prevent the growth and spread of germs. It is also effective against viruses, fungi, and bacteria such as MRSA, Ecoli, salmonella and staph. An antibacterial additive is molded directly into the plastic body of the pen. The active agent is UV proof and water insoluble. It’s also scratch and wear resistant. With flu season approaching, the pen is a great promotional idea for health-related clients and many others. Linda’s customer added the tagline, “A positive attitude is contagious – be a carrier!”

- Cathy Griffith

Are you ready for some football?

“Bankers Football,” a sales promotion contest offering fun competition and a prize opportunity, begins with orders processed the week ending Sept. 16. Each week there will be three head-to-head team matchups. Points scored are based on total sales from each team member. Each \$1,000 in sales equals one team point. The season will last seven weeks, with five weeks of regular matchups followed by a week six playoff game with the top four teams meeting to decide who will go to the week seven Bankers Super Bowl.



Teams and captains for the 2010 Season:

Erica’s PACKERS	John’s FOUR DOWN WONDERS
Teresa’s UNTOUCHABLES	Brenda’s ROUGH RIDERS
Cathy’s COLTS	Lonnie & Rachel’s THE PRIDE

2010 Schedule

Week Ending 9-16 PACKERS VS R.RIDERS FDW VS UNTOUCH.	Week Ending 9-23 FDW VS PACKERS R.RIDERS VS COLTS THE PRICE VS UNTOUCH.	Week Ending 9-30 FDW VS COLTS R.RIDERS VS THE PRIDE
Week Ending 10-7 COLTS VS PACKERS FDW VS THE PRIDE UNTOUCH. VS R.RIDERS	Week Ending 10-14 THE PRIDE VS PACKERS R.RIDERS VS FDW COLTS VS UNTOUCH.	Week Ending 10-21 PLAY OFF WEEK Week Ending 10-28 SUPER BOWL

At the end of the season, the top 11 scorers from the Super Bowl Champion will each receive their choice of a Bankers logoed apparel item.

Get ready for a fierce Bankers Football battle each week! Support your team by selling fall gift orders every week!



Quickpoint promotes eco-friendly advertising

The “Go Green” movement continues to have strong momentum in the corporate and general business realm. Making sure green-minded clients’ promotional products are eco-friendly may be much easier than you might think. Quickpoint, a Bankers Key Line supplier, offers several environmentally friendly products, in three categories. In planning an eco-friendly promotion, you may want to have the client clarify his or her perspective on “environmentally friendly.” Then review these Quickpoint options:

1. **NatureAd** – Made from 100% USA grown corn, these products are the natural alternative to petroleum-based plastics. Nature/Ad products are 100% biodegradable under compostable conditions. Corn plastic rose to prominence amid soaring oil prices, disruptive supplies and increased petroleum demand. Quickpoint’s use of corn plastic not only helps relieve U.S. dependence on foreign energy, it bolsters a renewable U.S. agricultural product!

Quickpoint has 30 items showcased in the NatureAd category. Mugs and tumblers that carry the “100% corn plastic” logo engraved on the bottom, as well as notepad and paper holders, rulers, letter openers, ice scrapers, screwdrivers, show rings, luggage tags, golf tees and pens that come with an informational sleeve made from recycled paper. New this year is the corn-plastic desk-top organizer, corn-plastic canister with lid, and a corn-plastic tumbler.

2. **EcoAd** – The bio-polymers used in manufacturing these promotional products are made from renewable, natural resources such as soy proteins, starch from potatoes, corn, wheat, tapioca and beets. Eco/Ad drinkware is reinforced with less than 5% synthetic polymers, and are

100% biodegradable.

In Quickpoint’s EcoAd category, you’ll find the QP-35785 Koffee Keg and plastic commuter mug that are fully biodegradable, and two EcoAd pens that are 75% biodegradable.

3. **BioAd** – Products in this category will biodegrade naturally over a period of one to five years in a standard landfill environment. They will last a lifetime under normal use. The biodegrading process only begins when the products finally reach the landfill, activating the biodegradable properties. All Bio/Ad products are FDS approved, Proposition 65 compliant and are all proudly manufactured in the USA.

The BioAd category includes 32 items: mugs, sport bottles, bandage dispensers, buckets, snack bowl, scoops, pet bowls, yo-yo’s, megaphones, First-Aid kits, flyers, cookie cutters, and more. Touting the fact these are made from 100% biodegradable plastic can be added at no additional charge if placed within the standard imprint area.

When researching go-green promotional needs, be sure to turn to Quickpoint’s Green Catalog. In addition to product ideas, it contains a useful glossary of eco-friendly definitions.

- Brenda Thurness



sales achievements of the week

BILL ABBOTT
LORI ALBERTS *
FRANKIE ALLEN
JACK ASBURY
FRED BARNES
AL BROOKS
ORV BROTHERS *
CHANTEL CAMPOS
ED CARPENTER
TIM CHAMBERLIN *
NICK CILEK *
SHARON DENNIS
RICK FINKEL
ASHLEY GERST *
ALBERTA GILBERT *

JACK GRIFFITH
SHARON GUYETTE, MAS
CHRISTINE HANKE
PHYLLIS HODGES *
MARTHA HOOK
DARWIN JOHNSON
PEGGY JOHNSON
KEN & BARBARA KELSEY, MAS *
JERRY KNOP
CHARLIE KOLKMEIER *
JOHN MANNION
GAYLORD MAURER *
BOB McINTYRE
BOB MERCER
LINDA MERCIER *

MARGEE MICHAELIS *
LARRY MOORE
TRACY OLIGMUELLER
ANN PARKER, CAS
EARL PARQUETTE
BILL PAVLICH
CARROLL PERLANDER
SCOTT PETTIS *
RICH POAGE
GARY REISSMANN
DICK RICE
DARREL SCHWEITZER *
CAROL SEIB
BRUCE SHAY &
BECKIE LUTZENKIRCHEN *

DARRELL SINCLAIR
DEREK SMITH *
KAY SMITH
DAVID SPRAGUE
GLENDA STORMES-BICE, MAS *
BRIAN STOTTEMYER
CAMELLIA TOBIN
JERRY TRIMBLE
DAVID & ANDREA VAN BERKOM
JANEY WALL
MARY & MIKE WHITAKER
DIANNA WHITCOMB *
HENRY WISDOM *
*Real Grand



Fall Gift Idea Sales

SHIRLEY WENDLING sold over 100 Seville #AG-653 Convertible Coolers in different colors to a product distributor.

DARWIN JOHNSON sold 250 #K210 Double Duty Silicone Spatulas from Bay State to an irrigation service, as well as 500 of the #6121 Silicone Spatulas from M-I Line.

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Ideas for garnering more sales referrals

By Carl C. Henry

At some point or another, just about every salesperson has had a similar thought: prospecting just isn't a whole lot of fun; life would be a lot easier if clients would just come to me.

And it would.

There's a reason companies spend insane amounts of money developing their referral programs: prospects sent to them by existing customers aren't just 10 times more likely to buy, they also tend to place much larger orders and open much bigger accounts. In other words, you can never have too many of these people.

Unfortunately, the ways most salespeople go about looking for referrals is all wrong. That's because once they figure out how easy life would become if they could get more referrals, they start looking at things from their own point of view instead of seeing it from the customer's perspective.

Here are four ways to encourage customers to send you more referrals than you can handle: **Become the absolute best at customer service.**

Not only is doing a great job of servicing existing accounts the perfect way to keep them buying, it's also the best way to gather referrals. The reason why has everything to do with psychology. Your clients' biggest fear, if they pass your name along, is that you aren't going to do a great job. If you don't, it's going to reflect poorly on them – possibly even affecting their own career prospects.

The best way to kill this fear is to do everything you can to keep clients happy.

Become indispensable.

Once you reach a point of product knowledge mastery – when your accounts feel like you know the industry beyond anything they

could find anywhere else – then they're going to feel good about sharing you with their friends and colleagues. Once they know you're the best, there isn't a lot of risk in having their contacts try you out, too.

Reward them.

A small gift, as a token of thanks for a referral, is a great idea because it shows your appreciation and increases the likelihood that your client will think of you again in the future. We all like to be rewarded for doing favors, so be sure to acknowledge those who are spreading your name around.



Be likable.

There's nothing all that scientific about this: the more your customers like you personally, the more likely they are to want to see you succeed. Beyond being professional and confident, do what you can to be at least a bit friendly with your buyers, because it gives them an incentive to root for your success.

Send referrals their way.

Sometimes, clients pass on your information simply because they feel like they owe you, or because you've sent referrals to them. There is certainly nothing wrong with that, as long as your customer does a good job in his or her industry. So why not make life easier for everyone and follow the Golden Rule?

Life is always easier when referrals are coming to you, so follow these tips and make it easy for your customers to multiply.

(Carl Henry is a corporate consultant, sales expert, blogger and Certified Speaking Professional. Read more at <http://www.carlhenry.com>.)

Line Note

NOTEWORTHY (#74360) – Now offering FREE SHIPPING on any order of non-woven bags (pages 3-10, 2010 catalog). Must be catalog minimum or more and only applies to catalog quantity orders. Mark your orders "FREE Shipping Offer" to qualify. Expires Dec. 16, 2010.

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