

# EXPLORER

Spectrum Promotional Marketing

Winter Edition – February, 1999<sup>®</sup>

Who will be among the smart companies that grab up prime advertising real estate on those computer monitors, keyboards and under all those mice?

If promotional products could talk, they'd complain that monitor and keyboard products have the best spot on the desk. Products for the computer monitor will get plenty of use because they're in the users' line of vision, in many cases, all day long. Here are two really neat new computer items...

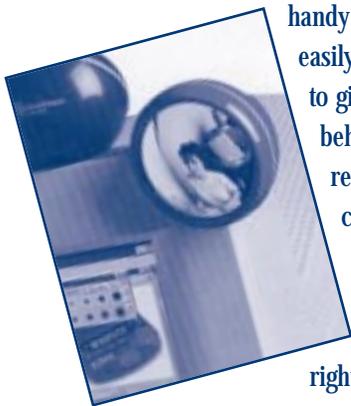
## "Sticky Strips"

Handy low-tac adhesive front holds notes, cards or photos. Repositionable adhesive back adheres to most surfaces.

## "The Monitor"

A computer rear-view mirror: put your message in direct view of computer operators! This

handy little mirror attaches easily to the upper corner of your computer to give an expansive view of the room behind. Increase all-around awareness and reduces operator distractions. The monitor can be matched to your corporate colours with graphics and information printed on the front and back. Why not put your website address or telephone help-line right where it matters?



## Motivating your Staff for Peak Performance

**Have you heard of the Pareto Principal?** Some people refer to it as the 80/20 rule. Most companies depend on 20% of their sales force to generate 80% of revenues. Sales Managers track the top group like a cheetah stalks wildebeests. But what about the people who perform at moderate or mediocre levels? What can you do to inspire them to produce more? Here are a few ideas:

**Set realistic goals.** What do you want your underachievers to achieve? More sales calls per day? A percentage increase in sales? Goals must be clear, concrete, quantifiable and reasonable. You are looking for solid, incremental improvement.

**Involve the target group.** This isn't a top-down process. As you develop new performance expectations, involve the people they're aimed at. Ask for feasible goals and how they may be achieved. Ask employees what obstacles they see and how you can increase their chances of success.

**Have people compete against themselves.** You already know the bottom group is not going to challenge your top performers - so ask them to compete against themselves. Can Pete exceed last year's sales by 10% Can Charlotte make 12% more telephone cold calls?

**Reward and recognize.** Devise a reward program and spread out the recognition so that it does more than honour top performers year after year. Give tangible awards such as prizes, plaques, or other highly visible items to employees who exceed their goals. In other words, give the rest of the pack a reason to aspire and an opportunity to show off their new "trophies".

**Communicate.** Keep in touch with individuals and the group through weekly or monthly reports that mention all successful performers and their rewards. Be sure to reinforce company goals, expectations, and your mission statement.

Your objective is to reach a group of people that feel under-appreciated. By showing those employees you recognize their potential and want them to tap into it, you'll motivate your staff for peak performance.

## Golf Ideas

Even though it is way below zero today, we can still dream about Spring being just around the corner and with it comes the golf season!

Call us today for more information on these and other promotional ideas that will spark excitement!



## Calendars

The number one collectible item for the Millennium – and 1999 – will be calendars. And serious collectors will probably not stop at having one or two. Since people write on calendars, it makes sense to give out two to your customers, one to write on and one to keep pristine! Book your Year 2000 calendar order by May 1st and receive very special pricing.

## The Real Power of Promotional Products

In today's ultra-competitive environment, what trait do successful companies share? They use integrated marketing to enhance relationships with customers and employees. One of the most cost-effective tools for building rapport is with promotional products. The value of promotional products is their ability to carry a message to a well-defined audience. Because the products are useful and appreciated by the recipients, they are kept and used, repeating the imprinted message over and over again, without additional cost to the advertiser.

For years, promotional products were viewed primarily as a tool for enhancing goodwill. Now we know they do much more. Recent studies show "ad specialties" are an effective means for increasing repeat business, improving direct mail responses, and stimulating customer referrals.

One American university conducted a study on the role promotional products play in gaining repeat customers. The school tracked the activity of 300 new customers at two dry cleaners over an eight-month period. All of the customers received a welcome letter, one third-third also received a \$5 coupon, and one-third received a \$5 promotional product. After eight months, the customers who received promotional products spent 27% more than those who received coupons, and 139% more than those who only received a welcome letter.

Maybe that's why corporations used a record-breaking \$11.9 billion worth of promotional products last year!

## Our Mission Statement

We will provide the very best in custom promotional products to Canadian companies and others around the world. Our philosophy is to give each order we receive top priority to ensure that it is designed and produced perfectly and delivered on time.

We will be especially sensitive to customer needs and will listen to their requirements, regardless of the size of the order. We will work diligently, in an honest and ethical manner, on behalf of our customers to provide our services better than any other company in this industry.

## Services Offered

We offer a full range of services including: advertising specialties, graphic design, merchandise fulfillment, catalogue design, commercial printing.

For information contact:

### Account Managers

Andrew Couture

Amy Touré

Charlotte Forbes

Genevieve LeBlanc (Montreal)

Mark Ring (Halifax)

Patricia Cook

Ross Nicholls

### Sales & Marketing/Administration

Sharon Kelly, President

Francine Guénette, Sales & Marketing

Coordinator

Rosie Kohn-Weinsberg

## Our Unconditional Guarantee

Spectrum unconditionally guarantees all promotional products recommended to and ordered by its clients to be exactly as presented and ordered without product or printing defects. If for any reason you are not 100% satisfied with a product, Spectrum will gladly replace it.



S P E C T R U M

Spectrum is a 100% Canadian owned and operated company. Whenever possible, Canadian manufactured promotional products are recommended.



## O-R-G-A-N-I-Z-E

Do people ever complain to you about your messy desk? Your response is "It's an organized mess." Well, here are a few pointers to keeping your desk clean:

- Store similar items together so there's just one place to look for those items.
- Keep papers stored vertically in files rather than horizontally in piles
- Make use of vertical space by adding shelves.
- Schedule time on your calendar to clean out your desk, purge your files and eliminate outdated material.



## We're Y2K Compliant!

With the Y2000 fast approaching, there could be major disruptions to business activities if computer systems are not able to correctly handle the date change from December 31, 1999 to January 1, 2000. However, please note that Spectrum is Y2K certified by our affiliate company, Valcomp Technology Inc., who designed our new database and software, Xibit. We're ready and rolling towards the new millennium.

## NEW PRODUCTS



**Clear Image Mugs:** 11 oz. and 15 oz. ceramic mugs that deliver image clarity beyond belief.

**Frame Media:** The first 3D fillable photo frames designed for advertising.

**ImageBoards:** Full-colour clipboards that transform your messages into vibrantly coloured billboards.

Shaping Your Corporate Image is Our Business