

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

GREAT LOOKS... MAKE GREAT SENSE !

Your image is at stake whenever you purchase corporate apparel. It begins with the quality of the garment you select. If you lay out a lower end golf shirt next to a medium to high end golf shirt, you will see subtle differences. The higher end shirt will have neat seams, double stitching, quality cuffs and collars, and most importantly the material will stand out as more durable and stylish. With as little as a 10% to 20% increase in price, you can greatly improve the product that will represent your company. Not only will your customers or employees enjoy the piece more, but they will wear it more often, thus promoting your company more often. If the garment is made of a poor quality material, the thread density will not withstand thousands of needle pokes in a small area and will actually fall out at some point. Poor material is also notorious for buckling around the embroidery after it is washed.

If your company has yet to choose a logo for major promotions, do not let colour choice go unquestioned.

Choose a contrasting colour to emphasize your product or a colour that creates subconscious interest in your product.

Studies show that bright primary colours make a customer feel more excited, energetic, even hungry. Toned down colours such as a soft blue or taupe make someone feel more relaxed and comfortable. Using these proven hints can get your product noticed before others in any setting.

When company colours have been chosen, it supports the company image to stick with them. At this point your product colour becomes essential. Some of the same colour rules apply. If you choose a contrasting colour your logo will stand out more, but simply standing out is not always a positive thing. If you want to keep your product attractive, it helps to choose colours that compliment one another like a deep blue and a medium blue of the same shade. There are some colour combinations that do both jobs. In all cases however if you have a

strong company image based on your logo and colours, it is of the highest importance to carry on that image in every promotional product and corporate apparel purchase.

Embroidery placement is another important factor. The most common embroidery placement is on the left chest, with an optional personalization on the right chest. An additional option, commonly used with golf shirts, is to embroider the left sleeve about one inch above the cuff. This choice gives the garment an extra zest of class. If you are looking to create a product with an up and coming flare, placing your logo on the back of the garment, just below the collar, will capture a bit more attention. Many sports related businesses have found this to be a striking placement. If you seek an exceptionally classy piece try a small delicate logo. This style of logo is most noticed on the cuff of a long sleeve shirt or on the collar of a dress shirt. One other place used from time to time is at the bottom of a shirt, on the front tail. This placement will only work on garments meant to be worn outside the pant.

Your image is everything! Take the process of ordering your corporate apparel seriously and work with someone you believe is looking after your best interests. After all..... Great looks make great sense!

JERSEY SPANDEX POLO'S



CHIC STYLE EUROFIT

EuroFit styling is slim fitting with slightly shorter sleeves for comfort and ease of movement. Fibers wick moisture and help regulate body temperature. Enhanced moisture management and stain release properties by 3M Scotch guard. The hem is finished with a French seam and gusset for comfort and style when wearing our EuroFit styles untucked.

Dear Max



Q. Instead of offering cash incentives for performance, what other rewards are effective for motivating my sales team?

A. There are a few programs that have been found to be very effective :

- * Referral Rewards - awarding non salespeople prizes for providing leads that turn into sales.
- * Give out scratch-off prize cards for each sale, order or new customer. Make most of the rewards small items such as caps, mugs, sun glasses with a few large prizes.
- * Reward every tenth order or every sale over a certain dollar amount.
- * Give "play" money to salespeople for each sale. The larger the sale, the more money received. Compile a catalogue from which they can use this play money to purchase gifts.

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