



# Marketing and Sales in a Start-up Cartridge Business

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## Marketing and Sales of Imaging Cartridges

When aftermarket cartridge suppliers compete against each other, they are working against themselves. We are all in this industry together.

Our real long-term competition comes from:

- Companies that sell printers and cartridges under their brand name, and
- Big box office supply stores that introduced their own brands of remanufactured toner and ink cartridges to cut into the profits of the OEMs products already on their shelves.

In the toner cartridge market there are approximately 3,000 of us. When we compete against each other, 3,000 companies are competing for no more than 30 percent of the monochrome cartridges sold and less than 3 percent of the color cartridges.

In the ink cartridge market, far fewer remanufacturing companies compete for 8 percent of the market.



If our businesses are to endure and grow, we must take market share away from Hewlett-Packard (HP), Staples, Canon, Office Depot, Dell, Corporate Express, Lexmark and Office Max.

We must seek every advantage possible to compete against these multi-billion dollar international conglomerates. We must work harder and smarter to keep free enterprise and choice alive!

Competing against each other is little more than the cannibalization of our industry in exchange for the sale of a few cartridges!

In this marketing and sales guide, we will discuss the current sales and marketing of remanufactured office imaging cartridges and offer suggestions to increase our market share at the expense of our real competition.

### Marketing versus Sales

These two terms are often confused or interpreted as meaning the same thing. They are not the same thing. Understanding the difference between them is the first step to securing your future in the market.

*Marketing* is everything we do to produce a product or service that is wanted by a large enough number of customers to make us successful. Marketing begins with product design and includes quality, the cost to make the product, naming it and developing a way to distribute it.

*Sales* is everything we do to have enough products purchased at sufficient profit to make us successful. Sales typically includes pricing, advertising and promotion.

*The better the marketing—the easier the sales.*

*The poorer the marketing—the harder the sales.*

### **Example of Fantastic Marketing**

Perhaps, the best example of fantastic marketing in recent years was accomplished by Black and Decker. This company is a traditional power tool maker that expanded into the small appliance market.

In the 1980s, Black and Decker produced a small hand-held vacuum which they named the “Dust Buster.” Twenty-five years later, the company is still selling it! It is one of the very few products in history that fit into just about every market segment. It could be used at home, at work, in cars and on boats. It could easily be used by men and women of all ages—and by most children.



The “Dust Buster” was marketed in various sizes and colors. It was inexpensive to make and easy to distribute. They were sold in department stores, hardware stores, auto parts stores, boat stores, drug stores—almost anywhere.

Sales were astronomical as people found use after use for this handy device. The product literally sold itself. Premium prices were demanded for the original “Dust Buster” for years. When demand fell, a newer model would be released at premium prices and the product cycle would begin again and again.

Contrast this product with a less spectacular product such as “New Coke,” “Pepsi Clear,” or the “Yugo.” There are thousands of new products brought to market each year that quickly disappear—not from shelves but from the memory of customers because the intended buyers (its market) would not support it.

### **Example of Less Stellar Marketing**

The “Yugo” was a short-lived automobile made in Yugoslavia. The company bought the plans, molds, etc., for an old Fiat design (they are not sold in the U.S. anymore either) and began making the automobiles.



“Yugo America” was formed to bring these extremely low-cost vehicles to what was believed to be a market filled with people looking for a low-cost, high-mileage European car. The selling price was nearly 25 percent of the cost of a small car from an American company. It became a legend in the auto industry! Advertising slogans appeared stating: “*Buy Two. Keep One for Spare*” and “*Official Car of the Demolition Derby.*”

Perhaps the cruelest review came in *Advertising Age* when this appeared on its pages:



If nothing else, the marketing of the Yugo demonstrated forever that “price isn’t everything.”

The Yugo soon disappeared from auto lots. Their ads went with them. The plant was bombed by U.S. fighter jets serving as UN peacekeepers in the war in Croatia in May 1999.

Although the plant had produced 170,000 vehicles a year for the Eastern European market, there was no market for it in the United States.

This may be one of the few times in history when a product was rejected to the point that the factory was bombed. You may be glad to know that the plant is back in business producing cars under a new name for its traditional buyers. It even comes in a sleek-looking convertible!

The Yugo failed in the U.S. because the quality and performance was so poor that potential customers made a “value decision” not to buy it at any price. It was a total marketing failure—the wrong product in the wrong market.

### **Arriving at a Decision**

How do potential buyers of cartridges arrive at a value decision with regard to purchasing either a new or remanufactured product?

They use their historic experience with the OEM product as their standard and then compare the performance of the remanufactured product to it.

The question they ask is:

*“Is the price difference sufficient to make up for any performance shortcomings of the remanufactured cartridge?”*

Put another way:

*“Am I gaining more in price savings than I am giving up when I buy this remanufactured cartridge?”*

**You, therefore, must be concerned with balancing price and performance so that the customer perceives a value advantage in your cartridge. That balance will be different for different market segments.**

It is not necessary that every potential customer say “Yes.” You need enough customers saying “Yes” to meet the goals of your business plan. That is why GM makes quite a few average cars but sells them at different prices to people and companies in different market segments.

## When Marketing Causes Problems

Misinformation is the biggest marketing-related problem our industry faces. Last year, RadioShack placed signs in all its stores that stated:

*“Use of remanufactured cartridges will void your printer warranty.”*

This statement was totally false and contrary to the written warranty statements of every office printer manufacturer. Surely, some customers read these signs and believed them.

Hewlett-Packard (HP) commissioned and distributed a number of pseudo-technical reports that stated that:

*“. . . the reuse of used parts in cartridges as remanufacturers do was more harmful to the environment than grinding them into powders as HP does because of the energy use and costs.”*

The International Imaging Technology Council (Int'l ITC) successfully exposed the assumptions and shortcomings in these reports. But what we are unable to do is to eliminate misleading claims made by members and non-members of the remanufacturing industry about their own products and the use of misleading and confusing terms to describe them.

Here are just some of the questionable ways in which remanufactured cartridges are described to potential buyers:

### *Misleading Product Descriptions in General Use:*

- Compatible
- New compatible
- OEM compatible
- Premium compatible
- Newly remanufactured OEM compatible
- Genuine recycled HP
- Genuine HP compatible
- Replacement
- All new remanufactured cartridge

Hewlett-Packard describes its cartridges as “Genuine Hewlett-Packard” products. Should not the cartridge remanufacturing industry be as clear when we describe our products?

If the customer does not know the exact meaning of the terms used to describe the product, *the ethical seller should provide it!*

When we look at the actual advertising used in the remanufacturing industry, it gets far worse and obviously more deliberate.

*Misleading Advertising Practices:*

- Photos show cartridges with OEM logo but written descriptions say something very different,
- “Manufacture” instead of “remanufactured,”
- Nothing indicates previous use of the cartridge,
- Terms such as “Original Equipment Remanufacturer,”
- “Certified Cartridges” without mention of the certifier, and
- Display with OEM box or ORM logo with cartridge.

Some of these practices are illegal—all are to some degree or another misleading and, therefore, questionable. Hewlett-Packard and other OEMs monitor our advertising practices and take us to task before government regulators and elected representatives.

The presentation “Chaos in the Marketplace” at [www.ConsumerChoice.info](http://www.ConsumerChoice.info) details many misleading advertising practices.

It will be a sad and embarrassing day when the Federal Trade Commission begins taking legal actions against remanufacturers for false advertising, when as an industry we are the continuing target of well-planned and financed misinformation campaigns by the OEMs and retailers.

We must clean up our act—now while we still can.

### **Targeting Your Buyer**

The most important marketing decision you will make is selecting the segment of the cartridge buying market that you will target.

Just about every market naturally shows three simple divisions:

1. High Expectations/High Performance/High Prices.
2. Average Expectations/Average Performance/Average Prices.
3. Low Expectations/Low Performance/Low Prices.

These market divisions demonstrate the old American saying, “You get what you pay for.”

#### ***High- end Buyer***

If you opt to go after the high-end buyer, you will have to:

- Build a top-quality product,
- Package in four color,
- Advertise like an OEM,

- Replace parts frequently,
- Be STMC certified,
- Get top dollar per cartridge, and
- Compete against OEM products head on.

### ***Middle Buyer***

If you opt to go after the average buyer, you will have to:

- Build a product competitive with superstore brands or resell one from the best of the wholesalers,
- Replace fewer parts than in high-end cartridges,
- Test regularly at the Rochester Institute of Technology (RIT),
- Be competitive with superstore pricing,
- Compete against superstores and established mail order houses such as Corporate Express and Quill,
- Make less profit per unit than if selling high-end products,
- Need to sell more cartridges than if selling high-end products, and
- Hold sales, offer discounts and special programs.

### ***Low-end Buyer***

If you opt to go after the customer that buys primarily on price, you will have to:

- Offer a product that will be returned more often than others,
- Replace few parts and perhaps recoat in-house,
- Be ready to renegotiate prices downward to keep customers, and
- Replace many customers lost to someone else selling cartridges for a few cents less.

There are abundant opportunities for success within each of the three market levels. Companies succeed selling to each level. It is an axiom of business that profit-per-unit is greatest on high-end products and least on low-end products. There are customers for Cadillac and for Chevrolet.

You also can offer different cartridges to more than one market segment. Some of the most successful outsourcers (wholesalers to our industry) offer multiple product levels so that they have different products at different prices for each level.

The office supply superstores and most catalog mail order houses offer cartridges that perform at different levels at different prices. We have counted six or more different brands of remanufactured cartridges—each at different prices

—  
in the same catalog! Oddly, each was advertised as equal to a new cartridge in terms of performance.

## **Marketing Decisions**

Canon and Hewlett-Packard made many of the marketing decisions for us when they designed the cartridges we remanufacture.

But, as the remanufacturer, you can still make many marketing decisions such as:

- Business location,
- Appearance of the box and packaging,
- Appearance of the cartridge,
- Appearance of the user instructions,
- Method of cartridge recovery,
- Ordering and payment processes,
- Compensation for cartridge return,
- Labeling on cartridge and box,
- Advertising literature, and
- Cartridge warranty.

### ***Location***

Rent is not the only issue to consider when choosing a location. Where you place your business is a marketing decision. It is a significant factor in setting the image. A location in your basement says one thing to the world, while space in a business incubator or industrial park says something else.

A location on Main Street brings with it advertising and promotional possibilities that are unavailable from a garage location.

Drop-in business in an industrial area or low-rent part of town will not be as good as in more attractive locations where customers will feel safer conducting business.

### ***Appearance Decisions***

The physical image of the product should match the mental image you have created of it in the mind of the customer.

- *Example 1:* If you sell “Quality, Quality, Quality,” the cartridge had better look as attractive as an OEM cartridge fresh out of the box. A scratched, scarred, slightly dusty cartridge with either no label on the marquee or a dirty one that looks like you printed it on a mailing program will create “cognitive dissonance” in the mind of the user/buyer. Cognitive dissonance creates the feeling that “something just doesn’t fit here.”
- *Example 2:* If you sell “environmentally appropriate,” the packing material should not be non-biodegradable, Styrofoam peanuts. Packing materials that are obviously recycled or can be recycled would confirm the marketed product image. However, a clean brown, unbleached paper box would support the image you created.

- *Example 3:* User installation instructions are one of those details that the best companies get right and the rest do not. They are the last impression you can make upon a user before they insert your cartridge into their printer. Too often the instructions included with remanufactured cartridges are copies of copies of copies and are hard to read, full of dots, lines, etc. Sometimes, they are copies of OEM instructions (which is illegal because the OEMs hold copyrights to them).
- Often, no instructions are included. This is a marketing mistake because the OEMs have accustomed the user to seeing them inside the box. Even if a user does not read the information, if instructions are not included, you will fail to meet a standard expectation and save all of two cents.
- *Example 4:* Include a written warranty that meets federal requirements with every cartridge. We are obligated by federal and state law to provide a written warranty with every product. Print it on the reverse of the installation instructions, as a separate page, or print it on the box or as a sticker on the box.

### ***Cartridge Recovery Decisions***

Because our industry and our products are tied tightly to recycling, the manner in which we recover empties is important to our image.

What do you recover from your customers?

- All cartridges of any kind,
- Virgin OEM toner cartridges,
- Toner cartridges you sold,
- Ink cartridges you sold,,
- Ink cartridges you refill, and,
- Ink cartridges you can resell as empties.
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If the environmental connection is part of your company and product image, it would seem make sense to collect as many cartridges as possible to assure their most beneficial disposition.

The methods used to recover empty cartridges displays the:

- Importance of recovery to your business, and
- Degree to which customer convenience outweighs your convenience.

How do we reward customers for good environmental practices?

After all, HP does not reward customers for sending the cartridges back (or to rural China as we discovered). Lexmark does not either. Here is an opportunity for the cartridge remanufacturing industry to stand out as more concerned and appreciative than the OEMs.

You could reward customer participation in the recovery process by:



- Paying something for usable cartridges,
- Providing a discount of the next purchase,
- Awarding a certificate for responsible recycling, and,
- Buying an ad once or twice a year in the local paper recognizing your customers for being “recycling leaders.”
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### ***Ordering and Payment Decisions***

A rule of business is that the easier it is for a customer to order a product, the more likely it is that they will order and then reorder it. We must at least match the options provided by the OEMs and the big box office supply stores. If we can make it easier for the customer, we have an advantage.

Can you meet or improve upon these common ordering options?

- Process more than one credit card,
- Take orders by phone for store pickup,
- Take orders by phone for 24 hour delivery,
- Process Internet orders,
- Take cash upon delivery to the office or home,
- Offer credit without a card, and/or
- Sell and deliver other common office items.

Can you make it easier than the competition for customers to pay you?

- Recommend on-line banking, and/or
- Provide pre-paid, pre-printed envelopes.
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### ***Advertising Materials***

Every time a potential customer or customer looks at his/her laser printer there, for all to behold, is the OEM name and logo. It is in-office, near the desk advertising 24/7. How do you compete with that?

- Place an attractive, durable label over their logo,
- Place an attractive decal on the machine, and/or
- Advertise on a complimentary mouse pad.
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Is your written advertising, such as brochures and flyers, comparable to the OEMs and superstores?

- Attractive logo,
- Four color,

- Glossy card stock, and
- Photos, not clip art.

### **Warranty Service**

How is your product warranty, when compared to HP and the super stores?

- Comparable or better in terms
- As easy or easier to claim

Everything you need to know about warranties can be found at:

[www.ftc.gov/bcp/online/pubs/buspubs/warranty.htm](http://www.ftc.gov/bcp/online/pubs/buspubs/warranty.htm)

At the very minimum the written warranty must include:

- Who is entitled to the protection,
- Specification of the covered parts,
- What will be done to correct defects or failure,
- Which costs you will cover,
- Which costs the customer will cover,
- Effective date—if not date of purchase,
- What the customer must do to obtain the coverage, and
- Your company name, address or telephone number.

### **The Sum Total**

All of these decisions impact upon the image of your cartridges. When they all fit together in a unified whole and do not contradict each other, your marketing will be focused and effective.

When the marketing is inconsistent, it creates cognitive dissonance that screams to the prospect “BEWARE.”

If the cartridges are designed to meet the expectations of a segment of the cartridge-buying market large enough to support your business by yielding a sufficient market share, it is up to sales to make the transactions.

*Perhaps, the major goal of marketing is to make your cartridges stand out as different and better than the competition. Marketing decisions can make your cartridges stand out and influence the value decision to buy them.*

### **Sales Takes Over**

Sales is what you do to influence the customer to pay your price for the product you designed and prepared for market. Price is the least understood aspect of sales.

*Price controls volume.* That is it. It functions just like the gas pedal in your car. It controls the rate at which you sell cartridges. To sell faster, lower the price. To sell slower, raise it.

If that is true, why does everyone not put the pedal to the metal and let her rip? Can you imagine running a Yugo at full speed all of the time? The machine would either kill you quickly or self-destruct because it was not designed to run at full speed for very long—or in the case of the Yugo, maybe never.

Too much business kills many businesses when they ramp up production at the cost of quality assurance. Outsourcing can cover the quality issue, but it might increase the cash flow problems. You can easily out-run your cash flow by spending it more quickly than it comes in. Bridge loans raise costs and reduce profits.

It is usually best to use price to regulate the pace of sales as you described it in your business plan. You also can price your product so low that profitability is lost.

### **Major Sales Decisions**

The easier it is to buy your cartridges, the more likely you will sell them.

How will customers purchase your product?

- At a shopping mall kiosk,
- From a storefront,
- From an outside sales rep,
- From an inside sales rep,
- From a mail order catalog,
- Through telemarketing,
- At an Internet store, or
- A combination of the above.
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Michael Dell revolutionized PC sales by changing the way people buy his products. Until Dell, consumers went to a computer store and bought one off of the shelf, or called a company like Gateway and waited two weeks for them to build one of their standard models.

Dell changed things—possibly forever. You cannot buy a Dell PC in a store. You can order by phone—but you get special pricing when you order online.

You can order a standard model or customize your PC anyway you wish. The order goes immediately from Round Rock, Texas, to a factory overseas, which builds it and ships it. When it arrives at your door will depend upon the shipping option you select.

Are Dell's computers better than others? Definitely not. They are decidedly average. But, they are priced very competitively and are easy to purchase. Everything about its system reduces costs and time, while making it easy for customers to get exactly what they want.

### ***A Kiosk***

Kiosks are designed for retail sales to end users. You will be limited in terms of display space and stock on hand. But, you will get traffic, especially in the fall and winter.

Your business will certainly be noticed, and you actually will benefit from impulse buyers who may buy a spare because it is convenient—not because they think that they will need to replace the cartridge in their printer very soon.

The personnel operating the kiosk will have to make a good physical appearance and be personable—which is important in retail sales.

The hours will be long because most malls expect those who rent space to be open during mall hours—including nights and weekend.

### ***A Storefront Location***

Storefront locations often allow you to remanufacture and store products in the back room while selling in front. Many store-front remanufacturers become small office supply stores for drop-in customers and will deliver emergency office supplies to their office customers while delivering cartridges.

Rent per square foot will probably be less than for a kiosk. A storefront in a Main Street redevelopment district may be subsidized and could become a high-traffic area as well.

Store hours would be less than at a kiosk because it is common practice to roll up the sidewalks at 5 p.m. However, Saturday hours would give you one more day of the week to sell.

### ***Sales Representatives***

In most start ups, the owner is responsible for sales, but, not always. Regardless of who does sales, the most basic choice is between inside and outside sales.

*Outside Sales Representatives:* Outside sales calls are expensive because of the time it takes to make them. If the business is only a one- or two-person shop, it is difficult to free someone for a length of time. Other choices as to who makes sales calls are:

- Manufacturer's representative,
- Independent supplies sales representative,
- Canvassers, or
- Your own sales representative.

These people must be managed to gain the maximum advantage of the expense associated with using them. They must be directed, reviewed, coached and evaluated. These duties fall to the owner.

*Inside Sales Representatives:* Inside sales reps are easier to monitor. Traditionally, they are paid less than outside sales reps, and you are not obligated to pay travel reimbursements. The vast majority of sales representatives employed by your suppliers are inside sales reps.

Training programs for inside sales representatives abound and usually bring quick improvement in performance. Do not kid yourself—it is not as easy as it sounds. Real skills are required to make sales and maintain relationships with people you never meet face to face.

It is not a simply a matter of preparing a script and then paying someone to read it over the phone. Unless the salespeople are skilled, prospects will know that a script is being read to them. Listening to a script reader is even worse than listening to “an important sales message” played by a computer.

Far more calls are made per hour by inside sales representatives than by outside sales representatives. Do not confuse an inside sales rep with a telemarketer calling from a boiler-room operation.

### ***Telemarketing***

The Federal “Do Not Call” legislation greatly reduced the number of calls made by telemarketers. It did so by shielding residential phone numbers. However, it does not apply to most business-to-business calls or to solicitations by non-profit organizations.

If you decide to engage a telemarketing firm or to engage in the practice yourself, please use the resources of the Direct Marketing Association. It has an extensive website, which has the information you will need: [www.the-dma.org](http://www.the-dma.org).



### ***Virtual Store on the Internet***

There are a number of ways to sell cartridges using the Internet. One of the most interesting is to create a virtual store. You can build a freestanding store or build one that is supported by major on-line sellers such as Amazon.com, Yahoo.com, E-Bay and others. With a store associated with one of these giants, your company and pricing will be listed for potential buyers who search for a cartridge you listed. Prospects become customers by placing the order on-line.

Learn more from Google.com by searching “[Internet Store](#).” You then can click on to Amazon, Yahoo, etc., where you will find information and examples as well as the tools needed to create the store, your options and the fees involved.

If you create your own website and work hard to assure that it is shown in the first 10 or so listings, you will immediately face fierce price competition and more misleading advertising than you can imagine. However, an Internet store affiliated with a major search engine will limit the competition.

### **Competing Beyond Price**

If you attend cartridge industry conferences or frequent any of the Internet forums, you will find that the cartridge remanufacturing industry complains about competing by continually lowering prices. The industry is tired of it. We know that it is a self-destructive strategy. Why do we do it?

Because we do not know how to compete on any other basis.

Here are some ways to compete against the OEMs, superstores and other remanufacturers who drive the profit out of our businesses:

- Value versus price,
- Value-added benefits,
- Local loyalty and service,
- Reuse versus recycling
- David versus Goliath, and
- Quality for less.

Your sales program should include these selling points so that you have something more than price to put on the table.

### ***Value versus Price***

Value is what we buy. Price is what we pay for it. When a customer buys your product, what do they get? What do they get when they purchase an OEM cartridge? They will choose the best value!

This question is best answered in a sales situation by using the Ben Franklin Close, which compares features of the two choices in black and white. It is said to have been the way Ben made his decisions. It is the most frequently used way to move a prospect to buy in free economies.

#### *When You Buy an OEM:*

Made in China,  
Returned empties litter rural Asia,  
Parts never reused,  
All new parts,  
Wealth moves to China/Vietnam,  
Creates jobs for other countries,  
Cost per page = X,  
Complaints handled impersonally,  
Add to solid waste problems here,  
Pages look good.

#### *When You Buy Mine:*

Made locally,  
We collect for reuse,  
Parts reused until worn,  
Worn parts replaced,  
**Wealth remains local,**  
**Creates local jobs,**  
Cost per page = Y,  
**Complaints handled personally,**  
**Reduces solid waste problems,**  
Pages look good.

Which is the better value to the local buyer? There is no contest! In the above comparison, we are a better dollars-and-cents value because the cost to use our product is less per page.

It also is better because we add value. The items in blue are value that we added to an already highly competitive product.

### ***Value Added Benefits***

To that already impressive list, you can add even more to tip the scales further in your favor by offering:

- Free or discounted printer cleaning,
- Discounted printer maintenance and repair,
- Bundled items, products or services,
- Positive PR,
- Cash for empties,
- Discounts for empties, and/or
- Frequent Buyer Premiums.

You can add other items and services to the mix so that you do not have to continually compete on price alone. A negotiator with only one thing to offer rarely wins.

### ***David versus Goliath***

The story of David and Goliath is known by almost everyone living in a Western society. Ours is a nation founded by underdogs—“poor, wretched masses yearning to breathe free.”

It is natural for us to root for the underdog, and the cartridge remanufacturing industry is the underdog in the battle against multi-national corporate conglomerates and the superstores.

Since we clearly are the underdogs, let us take advantage of it!

*“Local Small Business Builds Better Cartridge than HP”*

*“ABC Cartridge Triumphs over Lexmark’s Killer Chips”*

### ***Verified Quality for Less***



cartridges to those of the OEMs.

If you participate in the testing programs of the Imaging Laboratory of the Rochester Institute of Technology (RIT), which was developed in cooperation with the Int'l ITC, or if you are STMC certified, you can provide standardized product test results that compare the performance of your

RIT can test both toner and ink cartridges. STMC's program for toner cartridges testing is complete, and the committee now is focusing upon procedures for ink cartridges.

### **Value of a Sales Program**

Sales is not a one-time thing. It is not enough to “do something every month.” Sending out a postcard or distributing a flyer when sales slump is no substitute for a planned program that uses the most powerful force known to mankind: *repetition, repetition, repetition!*

Humans learn things through repeated exposures. Psychologists tell us that it will take at least six exposures to a company or product name before most of us will recognize it. They also tell us that the longer the period of time between exposures, the less likely they will have the desired impact.

It is how we learned the multiplication under the tutelage of a skilled math teacher. It also is how we learned to talk, walk, love, hate, play and work.

Repetition works. It is the core concept behind behavioral learning, drill and practice.

It also is the key to the successful advertising of your company and your products—as well as the advantages of buying and using them.

The more often prospects are exposed to your company name, your products and their value—the more the costs of advertising can be justified.

There are ways by which we can economically gain the repeated exposures required. We can advertise in such a way that the advertising is observed ubiquitously, or so that it assaults prospects in concentrated bursts.

#### Ubiquitous Advertising

Billboards,  
Portable signs,  
Logos on printers,

Mouse pads,  
Screen savers,  
Paper pads,  
T-shirts, and  
Hats.

#### Bursts of Advertising

Repeated radio ads,  
Repeated cable crawlers,  
Frequent mailings of

flyers and coupons,  
E-mail blasts,  
Repeated special-offer E-mail, and  
Jingles.

Have you ever been watching a television program and saw the same exact commercial repeated several times in a row? *Repetition!*

Psychologists also have proved that the prospect does not have to consciously be aware of the advertising. *Subliminal advertising!*

Non-promotional advertising seeks to create name and product recognition!

### **Promotions and Specials**

A promotion or special is a technique to increase short-term sales, attract new customers, or introduce a new product or service. Some promotions and specials include price reductions, but customers usually have to alter their buying habits in some way to qualify.

Here are several of the all-time best:

1. Easy Installments. Buy a bunch of cartridges and pay for them in easy installments.
2. Try it for \_\_\_ weeks. (They try before they buy. Very big in this business.)
3. Limited-time Offers. Prices good only until \_\_\_\_\_. Avoid the coming increases!
4. Money Back Guarantee. (Not free replacement; *all* of the money back.)
5. Extra Value. (Tell them about [www.ConsumerChoice.info](http://www.ConsumerChoice.info) for “tips, trends and troubles.”)
6. Premiums. Free can of the coffee of your choice when you buy \_\_\_ ink cartridges or \_\_\_\_\_ toner cartridges.
7. Coupons. (Be sure to give them expiration dates.)
8. Discounts. (Offer discounts for new customers on first month’s purchases.)
9. \_\_\_ fers. Buy \_\_\_\_\_ for the price of \_\_\_\_\_! (“2 for the price of 1, “etc.)
10. Free printer cleaning with purchase of \_\_\_\_\_ cartridges.

### **More Resources**

The Internet abounds with resources to help you to enhance your marketing and to increase the effectiveness of your sales program. Here, we have provided general introductions to topics that you now can choose to research in depth.

Remember it is also always a good day to sell, and it is always a good day to join the Int’l ITC.

More resources are available in the “Members Only” section of [www.i-itc.org](http://www.i-itc.org).