

CASE HISTORY:

Telecommunications Cross Selling Calendar

Fast Facts:

- Product and service information each month.
- Features customer testimonials.
- Large 22" x 17" desk pad.
- Ample space for writing each day plus space for notes.

Summary:

One of the best ways for any company to boost business is to get more revenue out of every customer. How? Make sure customers are aware of everything the company has to offer.

To cross sell its products to existing and new customers, a telecommunications provider distributed this 12-month full-color desk pad. Each month it featured products and services as well as limited-time special offers.

The attractive design and functionality of the desk pad ensured that customers would use the calendar every day. Customer testimonials reinforced the company's commitment to responsive service, and prominent branding kept the company top-of-mind all year long.