

Why use Calendars?

1) *Want to build goodwill?*

Calendars are sent as advertising, but received as gifts. They reinforce customer loyalty each time they're used. It helps form a "buying habit".



2) *Do you need a silent salesman?*

Our advertising calendars display your message 365 days a year, on walls and desks of decision makers, your salesman right on the wall.

3) *Need a cost effective advertising solution?*

The long life of calendars make it cost-per-impression just a fraction of the expense of mass



4) *Need a little extra sales power?*

Calendars transport your most valuable asset "your company name" out to the market place.

5) *Want to directly target your clients?*

Calendars are distributed strategically and personally to your known clients or locations. There is no wasted expenditure.



6) *Why do you need inside signage?*

Calendars transport your message in homes and offices where buying decisions are made. People will think of you first. Powerful advertising.

The entire Allens Calendar range is available here
<http://www.tannercouch.com.au/calendars.html>

Please contact Jon for all enquiries.
1800 305 088 or jon@betterpromo.com.au

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7) *Would you like to grow your business?*

One of the smartest ways of gathering new business is not to lose your old clients. Distribute your calendars to existing clients.



8) *Do you need more effective advertising?*

Our strategically selected images recreate 'happy memories' for the viewer and draw attention to your company.

9) *Want your company to be seen all year?*

Put your name on our product and be remembered. Calendars are a year round publicity deal.



10) *Why are calendars a necessity?*

Like clocks or watches, calendars are needed and used daily. Not only personally but also as a business planning tool.

11) *Need to be more competitive in the market place?*

Given the current business climate, winning business from competitors would be an important strategy – calendars give you the strike power.



12) *Why are calendars important?*

It's a world of signs! A business with NO SIGN is a SIGN OF NO BUSINESS. Our Mini Billboards ensure your business is seen.

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