

*"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"*

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's

# Guerrilla Marketing & Design

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## **Point-of-sale marketing**

### **Tell compelling stories when prospects are making their "buy" or "not buy" decision**

Information can be your most powerful Guerrilla Marketing weapon. Here are some ways to package your "why buy from us?" arguments at decision time:

#### **Presentation packages**

Presentation packages should contain copies of everything you can use to close the sale. Presentation packages typically includes the following:

- *Folders with pockets.* These can add a professional touch, organizing, personalizing and protecting vendor brochures. Place loose sheets, proposals, price quotes, reprints and testimonials in the folder's front pockets.
- *Proposal.* Carefully spell-out all the terms associated with the purchase, deliverables (i.e., describing exactly what the buyer will receive), payment, financing and warrantee terms.
- *Testimonials.* Include photocopies of letters from happy previous buyers.

- *Incentives.* Describe bonuses or incentives for buying right now.

- *Sell-up sheets.* Plant the seed for later purchases by describing optional supplies, complementary products, and quality alternatives. Many underbuy because they're not aware of the advantages offered by accessories or higher-quality alternatives.

- *Reprints.* Include copies of articles either you've written or have been written about your firm. These boost your credibility and "expert" status.

#### **Printing presentation folders**

Presentation folders represent an investment that should build profits for years. Here's how to buy right:

- *National printing.* Many firms specialize in printing presentation folders. By specializing, these firms can save you money compared to local printers.
  - *Limit information.* Restrict text and graphics to your firm's name, logo, and a single large photograph that symbolizes your business. Avoid street, e-mail, and web site addresses, phone/fax numbers, or business hours which often change, making your folders obsolete.
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*Use a single photograph to create a "family look" among all your point-of-sale materials*

- *Delivery charges.* Make sure the printing quotation includes delivery costs.

A less expensive alternative is to purchase top-quality, plain, white folders and place labels created on your color desktop printer on the front cover.

### **On-demand printing**

You can print the majority of the point-of-sale materials you're likely to need, as desired, using your color desktop printer (or renting time at an office supply store like Kinko's).

- *Be consistent in paper choices.* Even subtle differences in paper color, texture, or weight become obvious when pages are placed in presentation folders.

- *Balance supply and demand.* Print only as many copies as you need for the upcoming months. Monitor the point when it will make sense to have your materials commercially duplicated.

### **The walls of your business**

Put the walls of your office or store to work marketing at the point of sale:

- *Testimonials.* Frame copies of customer testimonial letters and awards that have been awarded to you, your firm, or your products.

- *Photographic posters.* Consider having a graphic designer create posters with high-emotional appeal. Use these to

dramatize your firm's "story behind the story" and how it translates into unique buyer benefits.

- *Text posters.* Use posters to promote your firm's customer protection policies and customer testimonials.

### **Keeping it all together**

Design plays a major role in the success of your point-of-sale program.

- *Design consistency.* All point-of-sale materials must project the exact same image. Always use the same colors, typeface designs, and logo.

- *Signature photograph.* Consider commissioning a single, story-telling photograph to visually "brand," or create a "family look" for all your point-of-sale materials.

### **Management**

Make sure your point-of-sale materials are religiously used.

- *Staff Meetings.* Introduce new point-of-sale materials at staff meetings. Prepare *written procedures* describing how and when to use the materials.

- *Captioned photographs.* Avoid captioned group photographs of employees. These may quickly become obsolete.

### **For more information...**

Let Roger C. Parker help you create a profitable point-of-sale program!



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