

Class Notes

Distributor Self-Promotion Program



the SOLUTIONS! group

Objective: To showcase the SOLUTIONS! group's creativity for potential new clients.

Strategy & Execution: The program's theme, "First You Have To Get Their Attention," was driven home by a very creative mailer that simply could not go unopened. When the recipients received the mailer can, the exterior copy warned that it was the proverbial "can of worms." The surprise came when the can was opened. Indeed, three fuzzy green worms were looking out of the open end of the can. The persuasive, yet non-intrusive, message was that the SOLUTIONS! group acknowledged the recipient already had a promotional distributor. The can was just to say, "hello."

Results: The delightful item won more than 17 new clients resulting in 23 quotes and seven additional referrals.