



# THE POWER OF YOUR SILENT SALESPERSON!

## Does your company have a “silent salesperson”?

Sure you do: your business cards, your website, and your company brochures are “silent salespeople” with an influence that sometimes goes untapped. Just as you equip your human salesperson, you want your “silent salesperson” (brochure) to sell you well, to advance the relationship between your prospect and your company. Sometimes the best sale comes when you’re not even thinking about it — like when you’re sleeping, at lunch, or Sunday morning while you’re at church.

Let’s talk about these “silent salespeople,” the eye-catching and informative brochure, and how to make it effective and powerful!

### Five types of brochures:

Wise consumers keep information at their fingertips so they can make intelligent buying decisions. Brochures perform that function. If you are selling a product or service, it is important to know the best type of brochure for your advertising. The goal is to turn your prospects into buyers.

#### 1. Leave-Behinds

Named for the brochures you *leave-behind* after meeting a potential customer. *Leave-behinds* should have a complete description of your product or service and its benefits.

#### 2. Point-of-Sale

While standing in line at your bank, you notice a brochure rack conveniently located for you to peruse. Free checking? Certificates of Deposit? You take one of these *point-of-sale* brochures and read it, because you didn’t know you could get free checking if you bought a Certificate of Deposit. You’ll read about it later. *Point-of-sale* brochures always have a catchy headline and attractive visuals so you will see, take, and keep it — a “silent salesperson.”

#### 3. Response to Inquiries

This is the brochure you send to qualified buyers who have inquired about your product(s). They’ve contacted you, they’ve expressed interest; the purpose of this type of brochure is to take the prospect to the buying level. *Response-to-inquiries* brochures tell your story, giving prospects the benefits of purchasing your product.

#### 4. Direct Mail

Include this type of brochure with your direct mail package. The sales letter sells; the *direct mail* brochure contains photos, your product’s sales points, even technical features. The brochure can even be designed as a self-mailer.

#### 5. Sales Support Tool

*Sales support* brochures are similar to leave-behinds. This brochure is used as a selling aid, to enhance and guide your salespeople as they pitch your product. *Sales support* brochures may have more and larger pages, larger photos, larger headlines, more detail, similar to your PowerPoint presentation.

There’s overlap between brochure types, of course. You may be able to ▶

“When we want a fresh look for our printing project we always call Golden Belt Printing. They’re creative, professional and very responsive to our needs.”

Steve Miller, Golden Belt Telephone Association.





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combine and narrow until you have just one or two brochures. Continue with and review this article to be sure you cover the purposes for which your brochure is intended.

## **Tips to Empower Your “Silent Salesperson” Create a USP (unique selling proposition) for Your Business!**

### **What is a USP?**

1. Each advertisement must make a proposition to the consumer. Not just words, not just product puffery, not just show-window advertising. Each advertisement must say to each reader: “Buy this product, and you will get this specific benefit.”
  2. The proposition must be one that the competition either cannot, or does not, offer. It must be unique—either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising.
  3. The proposition must be so strong that it can pull over new customers to your product.\*
- \* Reality in Advertising (Reeves 1961, pp. 46–48)

Examples of classic USPs include:

- “Melts in your mouth, not in your hands.” (M&Ms)
- “Good to the last drop.” (Maxwell House)
- “You deserve a break today.” (McDonald’s)

### **Here’s our USP:**

**“We Put The WOW In  
Digital Offset Color!”**

**or**

**“Pro Mailing Services  
For Central Kansas  
and Beyond!”**

**Resolution is Key** - Using high-resolution images in your brochure is a critical step toward a professional look. Do not use images downloaded from a web site - they are inadequate for a professional-looking printed brochure. Your images should be at least 300 dpi to print clearly with full sharpness. There are a variety of stock image sites on the web where you can obtain inexpensive, high-resolution, royalty-free images to use in your brochure designs. Some stock image sites even offer free high-resolution pictures you can use for your brochure. Ask us for help on this. We want you looking good.

For the techies: we print at 300 lines-per-inch, the highest resolution available in offset printing. Waterless ink and infra-red drying also add to the overall high-quality appearance you need to reflect the value of your company and products.

**Select the Correct Paper** - Golden Belt Printing offers either an 80lb or 100lb gloss or matte paper. A 100lb stock is surprisingly more substantial than 80lb stock paper without a negligible cost difference. Using a heavier paper may convince a potential customer that you are more professional than your competitors. Cover weights are also available. We’ll help you decide on the best paper.

It is usually not necessary to add varnish or a high-gloss coating to your brochure; our ink has a high gloss. However, if you use too many dark colors in your brochure design, using a varnish will lessen fingerprint smudges on your brochure. We varnish on request.

**Is Scoring Necessary?** - If your ink coverage crosses a fold, it may be to your advantage to score (crease) at the fold line before folding. That will reduce or eliminate cracking at the fold(s). Some brochure formats may include a perforation (to allow tearing off a reply card or business card). We score and perforate.

**Summary** - Following these simple tips will empower your “silent salesperson” to effectively talk and talk! Golden Belt Printing has many years experience creating effective “silent salespeople.” Start by calling us first. We can show you ideas that you probably haven’t thought of. It’s one thing to get a brochure printed, but it’s an entirely different thing to create a powerful “silent salesperson.”

