

THE XYZ PRINTING GROUP, INC.  
A Customized Business Growth Solution

We need to  
**stand out**  
from the  
**competition.**

Who can  
**HELP?**

Intelligent Growth Solutions Since 1996



**GROW SALES**



Hint: Your friends from  
GSI were at Ko Olina



# An Optimistic Message for:

John Doe and The XYZ Printing Group, Inc.

Welcome back from not-so-sunny Hawaii!

It was a pleasure talking with you, albeit too briefly, at this year's PIA Executive Leadership Conference. Again, congratulations on your Inc award. When you're in Washington DC (the second week of April?), please look us up - we're in nearby Rockville, Maryland. We'd love you show you our offices and take you to lunch.

Since our founding in 1996, Grow Sales, Inc. has helped dozens of graphic arts companies all over North America win more business. When a company like The XYZ Printing Group, Inc. outsources its marketing, sales support and public relations efforts to us, there is no learning curve. With the collective expertise of the Grow Sales team at your side, the customer nurturing you should do suddenly gets done. Here's how:

♦ Customer nurture program. Your customers and prospects will receive well-crafted informational communica-

tion pieces every month.

Sales support. We will select the right prospects for you, craft compelling one-to-one communications and monitor your sales team's follow-up activities.

Public relations. The XYZ Printing Group, Inc. will receive plenty of favorable press.

Web & graphic design. Your communications will look great.

Business advice. You'll hear it straight. We promise.

To properly evaluate if our sales growth approach is right for you, the first step is placing a telephone call to me, T.J. Tedesco, at 301-294-9900.

PS. This piece is representative of the highly customized sales support work that we use to support our clients sales efforts.



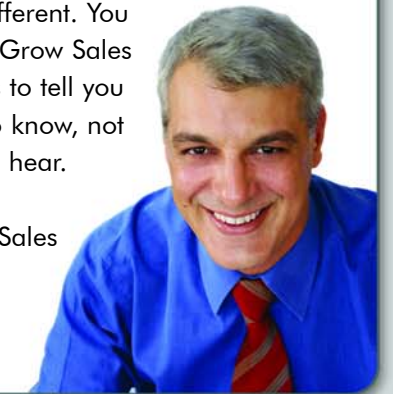
## CUSTOMER NURTURE PROGRAM

"A customer nurture program is a marketing system in which key business influencers at carefully targeted companies receive useful information on a regular basis." Your customers and prospects crave information. We will be the engine that delivers it to them.



## ADVISORY SERVICES

It is unusual for your subordinates to be truly objective about significant organizational change. We're different. You can rely on your Grow Sales business advisors to tell you what you need to know, not what you want to hear.



This is the Grow Sales promise.

## PUBLIC RELATIONS

There's no one better than Grow Sales at getting you the trade media coverage you deserve.



## SALES SUPPORT

Overpower your competition by letting us make your pre- and post-sales communications extraordinarily personal and relevant. Sales coaching, territory planning and lead generation services are available.



## WEB AND GRAPHIC DESIGN

With Grow Sales design professionals at your side, you can count on a carefully branded corporate image to compliment your message and unique selling proposition.



## INDUSTRY EXPERTISE

We wrote the book ... four times! Our publisher has been GATFPRESS since 1999.

