



**Sales Man™
Marketing Inc.**

**Graphic Design
Resources**



You've heard the phrase "A Picture is Worth a Thousand Words..." In the Jan San industry, product and procedure photos are worth even more. Beautiful images and creative graphic layouts are the sign that you have "arrived", telling a consistent story and showing the range of products that your customers need. Sales Man Marketing has years of experience in presenting products and services in an easy to understand, easy to view format.

How We Work

Design and development of logos, labels, literature, and catalogs all start with an interview survey to learn YOUR preferences for colors, fonts, sizes, and the "feel" that you seek. We will ask if you've seen other ads and literature that you really like... or ones that you don't like at all. Based on these answers, we produce several design examples for your review. We don't always get it exactly right the first time... but you will be amazed by the creativity and novel approaches of many of our ideas.

The interview results are used to create your **design platforms** that are used to create a range of communication tools including:

Logo and Brand Design

Your logo is the image art that your customers remember... the cornerstone of a brand name or even a company name. Sales Man Marketing helps you design these creative, colorful images based on the design platform.

Product Literature

Your suppliers provide you with product literature advertising their products. But when you want to build on these, selling your company's value-added benefits, **you need to customize**. We gather the photos and data, draw from our library of information, and produce beautiful image-rich literature. We make it happen, fast!

Mailers

Postcard-sized mailers delivered by US Mail or sent via the Internet are an effective, economical way of announcing new products and special offers. We manage the whole job, working with your mailing list or with ours. Sales Man Marketing designs the mailer look and message that encourages the reader to pay attention to your message.

**Want to learn more? Call Sales Man Marketing at 914-419-1113
We're in the Trenches with You as a Major Business Ally**



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Catalogs

Product catalogs are one of the biggest jobs of information gathering and management that you will ever undertake. Photos, tech data, part numbers and prices come from dozens of sources to be arranged in a consistent fashion. Sales Man Marketing graphics department works with suppliers to gain the data and has major computer template programs to manage the construction. The resulting catalog will be an order and inventory reference tool, serving as your representative when a salesman is not available, telling your customers what, where, and how to order from you!

Website

The Internet is the yellow pages, customer support, and inside salesman of the future, presenting your company, your capabilities, and your product line. Whether you want a very basic or a very detailed site, Sales Man Marketing has the design and programming services to produce winning results - - fast and affordably.

Why Sales Man Marketing?

There are hundreds of graphic design players out there, but few know as much as we do about your products your suppliers, and what your sales team needs to help convert presentations into sales. Sales Man Marketing has "in the trenches" experience, working with manufacturers, distributors, and end users in the design and production of the literatures that we've just described. And with this experience and our information library, we do it fast and beautifully!

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