



Can-Do Graphics'
Insider
Bulletin

Can Collateral Materials Lead to More Sales and Business for you?

ABSOLUTELY.

An accomplished media image and marketing firm can increase your sales, we can do it, and other firms that understand marketing as well as design can too. According to Bill Gluth, Creative Strategist of Develop Your Vision, The main aspects that need to be established for customers to buy from you include:

Interest: They are interested in you, your product or service

Trust: They trust you

Credibility: You have established you are credible

Working with a business savvy design and marketing firm like Can-Do Graphics to establish a consistent, professional business image can significantly increase your business' credibility to your prospects. Coke knows this, Gap Clothes does too, and so does Microsoft and Apple Computers - they all invest a great deal of time and resources into creating a recognizable, consistent and credible brand image.

Credibility leads to trust, in fact, without credibility trust cannot exist. If you establish credibility, which leads to trust, you have 2 out of 3 aspects necessary for prospects to want to do business with you. And finally, there's interest. Can well-planned and designed collateral materials spark interest in prospects? Of course they can. Additionally, they can create interest in your products and services long after you have left the prospect, or even if you've never met the prospect at all.

What this all means is that your business image does matter.

Having a polished, consistent business image and collateral materials will separate you from the rest of your competition and help you establish interest, credibility and then trust with your prospects. Smart businesses know that working with business savvy design and marketing firms can lead to big dividends down the line.

NOTE FROM THE EDITOR

If you are a business owner, let me know what you want and what you think. Email info@candographics.com and let me know how this bulletin was helpful to you, and what you would like to see in the weekly, Can-Do Graphics' Insider Bulletin. For an in-depth discussion on building confidence and credibility into your business identity, contact me at 480.391.0704 to schedule your free Business Credibility Consultation.

If you're an aspiring designer, and you feel your clients would benefit from this information, feel free to let others know about it, but please do not share without assigning authorship to Can-Do Graphics. Distribution is on the honor system. For questions please contact me at info@candographics.com.

Best Wishes,

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Building Company Confidence by Creating Credible, Competitive Business Brands