

THE REYNOLDS GROUP



Increasing Your Customers Interest and Loyalty through Integrated Marketing Strategies

SALESMENSHIP

Don't sell me clothes...

Sell me a neat appearance, style and attractiveness.

Don't sell me shoes...

Sell me foot comfort and the pleasure of walking in the open air.

Don't sell me furniture...

Sell me a home that has comfort, cleanliness and contentment.

Don't sell me books...

Sell me pleasant hours and the profits of knowledge.

Don't sell me toys...

Sell me play-things to make my children happy.

Don't sell me tools...

Sell me the pleasure and profit of making fine objects.

Don't sell me tires...

Sell me freedom from worry and low-cost-per-mile.

Don't sell me plows...

Sell me green fields of waving wheat.

Don't sell me THINGS...

Sell me ideals — feelings— self-respect — home life and happiness.

Please don't sell me THINGS.

By James M. Reynolds, President REYNOLDS PRINTASIGN CO. 1956
The Reynolds Group - 818 371 5311 tom@reynoldsgroupweb.com