

Why send a catalog or a company brochure to your hot sales prospects?

By Bill Fletcher

B2B sales strategies are getting more integrated, often now combining print with digital. Our research indicates that this will become an increasingly effective approach for reaching and engaging hot sales prospects particularly for higher ticket sales products and services.

Here are some of the biggest reasons to develop an omnichannel program with mailing catalogs and/or company brochures to your hot new sales prospects:

- Helps to convert hot sales prospects into customers more rapidly by helping them to move down the sales funnel.
- Reinforces brand messaging which increases the chances of the prospect becoming a customer.
- Helps drive your hot sales prospects to your website
- Helps gain market share over your competition that is not using print (Significant advantage over your competition!)
- Gives your company a physical presence which is a valuable reminder of your company's products or services.
- Creates another touchpoint to help sell your sales prospects
- Increases your company's credibility
- Provides sales prospects easier access to information about your company's products or services (no internet access required).
- Print information can be stored for long time shelf life as a continual reminder of your company
- Catalogs and/or company brochures can be stored and used as an information reference for multiple employees to share.

Our research indicates that this will be a growing hot trend in B2B for many years to come!

Please click on the link below to set-up a short meeting to discuss how we can make this new valuable fulfillment service work best for you:

<https://calendly.com/rightlists/right-lists-meeting>

Thank you!

Bill Fletcher

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