

# WHY SPEND TV, RADIO OR ONLINE AD DOLLARS TO BUY JUST 1 CUSTOMER OUT OF 80,000?

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Our proven direct mail promotions win you the buyers and the sales — Because every promotion targets qualified buyers only in the areas **you** select!

We get customers into your showroom, **AND YOU MAKE THE SALES.**  
Just choose the promotion you like best — We'll do the rest!

## 1. Priority Overnight

— A proven winner, this **eye-catching “FedEx” letter** is personalized and color-printed. Offers your choice of prizes, bonis check, raffle, etc. for **Invitation Only Sale**. Encourages customer to bring trade, payment book, title. **Promotes easy financing.** Letter customized to your requirements.

ONLY \$6200 per 5,000  
ONLY \$10950 per 10,000

## 2. Customer Check

You specify the dollar amount **payable to the customer for purchase at a Private Sale**. Mailed in a heavy, windowed envelope — **exposes part of check!** Personalized letter written to your specifications. Premiums, prizes, raffles on request.

ONLY \$5400 per 5,000  
ONLY \$9900 per 10,000

## 3. Factory Invoice

**Certificate guarantees customer purchase** at fixed amount over factory invoice. **OFFICIAL NOTICE** envelope instructs Postmaster regarding **important, date-limited** contents. Personalized and customized letter; premiums and prizes available.

ONLY \$5900 per 5,000  
ONLY \$10700 per 10,000

Promotion prices include: First Class postage, specially imprinted envelopes, personalized letters (printed one side), checks or certificates, free hard copy of mailing list, and USPS verification of mailing. Cost of any premiums or prizes not included; ask your representative.

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“These promotions really work! Very cost-effective.” — Dave Urquhart, Paul Clark Ford, Boston, Mass.

“Every mailing piece looks official, important and professional — and they get results!” — Mike Hills, Mid-State Hyundai, Auburn, Mass.

“Your direct mail promotion for our service department filled up the appointment calendar for three weeks solid. To top it off, we sold a couple of new cars directly from the mailing — even before we opened our doors!”  
— Dick Camilleri, Camilleri GM, Long Island City, N.Y.

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## **REACH BUYERS RIGHT WHERE THEY LIVE!**

We guarantee it.

1-800-543-4043

QUANTITY DISCOUNTS AVAILABLE

MC Advertising 800 Boylston St Boston, MA 02116

# When financing is Key



## 100% of your <productType> expenses, one <finance> plan.

With Total Solution Financing of a new <productType>, you can place all associated expenses on the same plan.

### Cover every related expense

Making financing simpler brings critical process efficiencies directly to your business. For example, with Total Solution Financing, you can fund:

- Hardware
- Software licenses
- Network infrastructure
- Consultation costs
- Project management
- Installation services
- Maintenance and support services

### Spread the cost over years

With Total Solution Financing, you'll no longer need to plan for varying sequences of acquisitions (and their related costs). Instead, Total Solution Financing lets you spread the total expense over a term of <monthTerm> months. This approach helps support your business goals and circumstances.

At the end of the term, you can replace the <equipmentType> under the same plan and extend your use of the existing asset. You may also purchase it outright at a fair market price or simply return it to us.

### Benefits

- Bundle all expenses into one lease
- Keep pace with the most current <productType>
- Conserve working capital
- Meet budgeting requirements
- Spread cost into monthly amounts
- Allow for progress payments

### To learn more:

**Contact** <contactName>[, <contactTitle>] at <contactPhone> or <contactEmail>, or <contactName>[, <contactTitle>] at <contactPhone> or <contactEmail>

**Visit** <webAddress>

## Key Equipment Finance



Key encourages all clients to consult their tax, legal or financial advisor before entering into any equipment finance arrangement. Soft costs include installation, training, maintenance and other services. All credit, loan and leasing products are subject to credit approval, terms, conditions and availability. © <date> Key Equipment Finance.

## Email for Key Equipment Finance

[ Background: Addressed to existing customers with a recent history of little or no activity with Key, this email won an exceptionally high (more than ten percent) response rate. ]

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SUBJECT: Quick tips from the desk of <Key contact>

HEADLINE: Increase sales with financing

Hello <Customer First Name>,

Want to close more deals? Independent studies and research show that offering extended payment plans can increase sales substantially:

- 75% of end users choose financing to conserve capital
- When financing is offered as an option, product sales rise 38%
- The partner gets 100% of revenue upfront

The KEF white paper ([download it here](#)) details eight specific ways you can use financing to overcome the “How do we pay for it?” objection. I’ll give you a follow-up call within the next week. Or if you prefer, please call me now at my direct line. I look forward to speaking with you soon.

Best regards,

Tom Addams  
Leasing Director

O: xxx-xxx-xxxx

C: zzz-zzz-zzzz

[Thomas.Addams@Key.com](mailto:Thomas.Addams@Key.com)

**Key Equipment Finance**



WELLS  
FARGO

The cash you need...

Sample A. Sample  
Wells Fargo  
123 Sample Street  
Anytown, US 12345-



PO Box 808021, Petaluma, CA 9475-8021

...right when you need it.



This seems like a good time for some extra cash.

Sample A. Sample  
Wells Fargo  
123 Sample Street  
Anytown, US 12345-

Dear Sample A. Sample and Wells Fargo,

Here's the cash you need, right when you need it.

Around the holidays, your personalized Wells Fargo Home Equity AdvanceLine® checks can work wonders. Use them for —

- Great gifts
- Home improvements
- Dream vacations
- Paying off tuition bills
- A new car, truck or boat
- Debt consolidation

Fact is, you can use your Wells Fargo Home Equity AdvanceLine checks for any purpose — in any amount — as long as you keep within your credit limit.

Remember, debts consolidated into a home equity line of credit feature one low APR. And in most cases, the interest you pay is tax-deductible.\* It's a great way to save on your taxes.

Questions? Feel free to call our Customer Service department toll-free at 1-800-662-9995.

Sincerely,

Patricia S. Chin  
Vice President

P.S. There's no need to wait. Your checks are ready to use right now.

\* Consult your tax advisor.