

FREE **TRIAL LAUNCH** **PACKAGE**



**Try the Kaeser & Blair Business Owner Opportunity
with friends, family, and business owners you know!**

Take these products plus the enclosed Best Buys Catalog and see if they would buy from you if you started your own promotional products business.

HOW DO I TRY THIS BUSINESS OPPORTUNITY?

It's Simple!

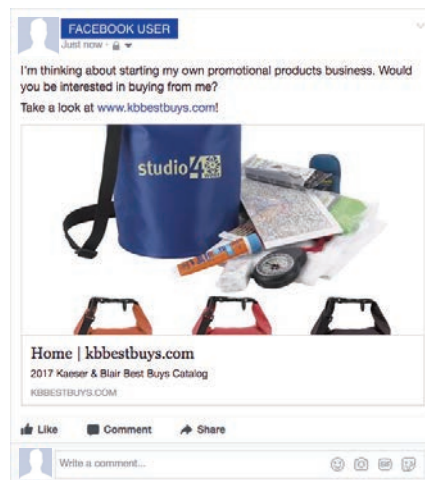
Show your friends, family, and business owners you know the products and the Kaeser & Blair Best Buys Catalog.

- Ask them if they currently use promotional products at their business or organization.
 - If they do, ask them if they would purchase them from you.
 - If they do not, suggest they consider using promotional products, and reinforce their value.
- Tell them you are considering starting your own business and ask them if they would consider buying products from you or would they refer others to you.
- Ask for the sale. If they have a need chances are they will buy!

Try It Online

You can refer potential customers to kbbestbuys.com if you are communicating via social media or email.

Post something on social media to gain support from your friends and followers. Be sure to refer them to kbbestbuys.com so they can easily browse our selection!



BE PREPARED TO ANSWER THESE IMPORTANT QUESTIONS

Your friends and family want to see you succeed but they still might have hesitations before buying. Here are a few questions they may ask you and how you should respond:

“Do promotional products even work?”

Yes! According to an industry study by Promotional Products Association International, **83%** of American consumers surveyed like receiving a promotional product with an advertising message and **48%** would like to receive promotional products more often. Plus, once consumers receive a product, they are likely to keep it; as another statistic showed **91% of consumers had at least one promotional product in their kitchen**. In light of these statistics, businesses use promotional products to reach a target audience in a way that is more likely to resonate with them.

“Are these the only products I have to choose from?”

No! The products that came with your Free Trial are **just a sample of some of our best sellers**. In the Best Buys Catalog, as well as many other catalogs we will provide, your friends and family will have a giant selection to choose anything from **pens to t-shirts or hats to calendars**.

“I already have a promotional products supplier. Why should I switch?”

With the strongest reputation in the promotional products industry, Kaeser & Blair can be trusted to deliver a **reliable product at an unbeatable price**. Kaeser & Blair works with a long list of over 200 suppliers who offer products at their lowest cost thanks to group buying discounts and negotiated deals.

Make a recommendation to your potential customer that they look through your Best Buys Catalog and compare the pricing difference. Once you show them that, they'll surely understand **the benefits of working with you**.

PROMOTIONAL PRODUCTS WORK EFFECTIVELY

That's Why Virtually Every Business Uses Them

Promotional advertising and imprinted items have a positive impact on helping a company build brand awareness and sales. Aside from being useful items, promotional products:

Inform: Let customers know about their product or service

Remind: Help customers remember the companies they patronize and generate repeat business

Persuade: Convince potential customers to use their product or service

DON'T JUST SELL THE PRODUCT

Sell the Experience the Product Gives Their Potential Customers

You received some of the best selling promotional products from our catalog:

- **Javelina Pen** (Writing Instruments Section)
- **Pocket Calendar** (Calendars Section)
- **Folding Custom Coolie** (Drink Ware Section)
- **Quick Slit Letter Slitter** (Office Section)
- **Key Tag** (Auto, Travel, Personal Section)

Share these products, plus hundreds of others from the Best Buys Catalog with friends, family, and business owners you may know. Pricing and additional details can be found in each item's respective section of the catalog. However, when showing off these promotional products, don't just point out their physical attributes.

When selling a product, make sure to paint a picture on how your client's potential customers will interact with each promotional item. Through this approach, you can help them realize how their potential customers will continue to become aware of their brand whenever they want to use that nice item they got from your client's office or tradeshow. They will then associate the positive experience they had with the promotional item with your client's brand.

And don't forget – our biggest sellers are wearables. Be sure to show them the **jackets, caps, polos, and t-shirts** in your catalog and see if you can sell even more.



4 REASONS TO TAKE ADVANTAGE OF THIS PREMIER BUSINESS OPPORTUNITY



Own Your Own Promotional Products Business

Enjoy the flexibility and freedom of being your own boss.



Minimal Startup Cost

You can start your own business for only \$85!



Tremendous Earning Potential

\$7,000 - \$12,000 Part Time
\$60,000 - \$185,000 Full Time



Reputation Beyond Compare

Since 1894, Kaeser & Blair has been a trusted name in the Promotional Products Industry.

HEAR WHAT PEOPLE ARE SAYING ABOUT KAESER & BLAIR

“I never thought I could make this much money and set my own schedule. It’s just been amazing.”

Sally Anderson

“It’s great money and it’s hassle free. I really don’t have to worry about much. I can go out and sell a product and call it a day.”

Nicole Campbell

“It’s an easy business.”

Robbie Kraditor



WHAT ARE YOU WAITING FOR?

Order A Business Owner Package Today

Visit us online at

kaeser-blair.com

or call

800.642.0790

KAESER
BLAIR INCORPORATED
PROMOTIONAL PRODUCTS

BUSINESS OWNER PROGRAM
PROFITS & REPUTATION BEYOND COMPARE