

The three legs of
business...



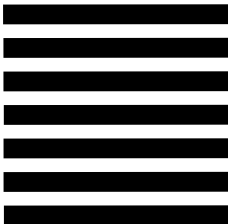
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In today's tough market – CEO's must ask and answer some difficult questions. Such as:

ACCOUNTING

1 Can we afford to continue spending the money necessary to balance our books?

Answer: Of course – not an option.

PRODUCTION

2 Can we afford to continue spending the money to maintain our equipment and do research and development?

Answer: Of course – not an option.

SALES

3 Can we afford to continue spending the money necessary to

- A) Improve customer contact?
- B) Inform our industry what we do?
- C) Search for new prospects?

Answer: MAYBE NOT.

Why? Because the idea that the Sales Promotion Effort is an Option has gained acceptance in some companies.

But when the Sales Effort leg of the table is neglected, things can go wrong. Unless all of your competitors stop their Sales Promotion efforts to win *your* customers and *your* prospects, *you're* going to be left out.

If you could find a company that knew what they were doing – wouldn't lie to you – respected your bottom line and had a provable record of success – wouldn't you want to talk to them? We hope so. Call one of our owners, Diane Putvin, CBC or Tom Graham, CBC at 734-522-6380 and don't be left out.

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Artwork, photography and printing are produced in our own 12,000 ft. production facilities, located in beautiful downtown Livonia.