



Case Study

Customer:

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Objective:

1. To arm key staff with picture cards, so that clients have a point of reference.
2. To aid the referral process, by providing a personal point of contact.
3. To sell ourselves, to sell the company, which ultimately sells our product.

Action:

After initial doubts and the twisting of one or two arms, we ordered cards for a few of the sales team and myself. However it was not long before we began to see the impact of the cards. When meeting with clients the cards were usually a talking point, which lead onto instant recognition and the breaking down of barriers. Suffice to say the whole team now use the cards.

Result:

"The cards do just what I was promised - they sell the staff, the company and the product. Often clients will keep the cards from one year to another and ask for the same person to look after them when they re-book. **If you do not have your picture on your business cards then you are missing a great opportunity!**"

James V. Vincent Managing Director



If you would like to receive FREE samples and information about these cards please send:

❖ a stamped addressed envelope ❖ your name and position ❖ a business card, compliments slip or letterhead - to the address shown at the top of this case study.

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PITS wish to thank Royal Armouries (International) plc for their custom and support.