

## BEST DISTRIBUTOR SELF-PROMOTION

Proforma (*asi/300094*)

Sometimes the idea for a good self-promotion is right in front of your nose. That certainly was the case for Proforma (*asi/300094*) when it was looking for a new way to help its owners connect with prospects. “Like a lot of things, as our owners are calling on customers, they all get put in a box. We all fight that in this industry because we all hear so often, ‘Oh, I didn’t know you could do that,’” says Brian Smith, president and COO. “So we’re always trying to think of something that breaks down the barriers of that box.”

Building on the concept of the five senses – plus the sixth sense of “knowing” – Proforma designed a four-part mailing campaign that its owners could use to get the attention of their best prospects. The mailings included a star-shaped stress reliever representing touch; popcorn representing taste and smell; a light-up, noisemaking yo-yo representing sight and sound; and, finally, the last mailing was a magic eight-ball, conveying the knowledge of the promotional distributor. Each item was packed in a vibrant, colorful mailer that reflected the theme of the product inside.

“Very simply, we came up with the idea of the three-dimensional piece – if we could get people to open it or take a look at it, they’re going to see us differently and it’s really going to warm them up for the call for the appointment that the owner makes,” Smith says.

Proforma then asked each owner to select 10 top prospects and mailed the kits to those prospects in the owner’s name. Response rates varied from owner to owner, but the average was about 20% to 40%, with some as high as 80%. Recently, one owner’s mailing resulted in a \$40,000 order, Smith says. He adds that it has worked so well that it continues to run and will soon be Proforma’s longest running marketing program. “We are continuing to re-order slightly updated versions,” Smith says. “The owners continue to use it and have success with it.” – *KA*

