

Client: Cliff Quicksell, MAS – Distributor Self-promotion
Program creation by: Cliff Quicksell, MAS – Cliff Quicksell & Associates, Inc.



Client Brief – Many distributors are hampered with methods to get into prospective clients and to secure new business. I realized that there had to be a better way for promotional products to be used to solicit and generate appointments. Rather than being like all the others and provide EQP, free goods and zero set up charges, I decided to take the advice from a book called “A Whack on the Side of the Head” by Dr. Roger Von Oech, (I highly recommend this book) and designed a piece to generate a higher response rate to my marketing efforts.

Objective: To generate a higher response rate to cold-calling and direct mail. To generate at minimum, a 20% response rate, 26 six new prospect client meetings.

Execution & Strategy: Playing off of the concept outlined in Dr. Von Oech’s book, a creative marketing piece was sent to 137 prospective new clients. The marketing piece compared two unlike yet like objects, me as a salesperson and a Swiss Army knife. A comparison was made to each of the functions of the knife and how that function related to me as a salesperson, i.e. “Key ring – accessible, always there when you need me”

Overall Results: the mailer generated an astronomical 86% response rate or nearly 104 client meetings either via phone or in person.