



St. Patrick's Day is March 17th



## Luck Has Nothing to Do With It

Today, the 01<sup>st</sup> of March is National Sales Person Day and as such, we thought it would be fitting to focus on sales for this edition of the **MOBO**Pro newsletter.

It also seemed fitting to relate sales to our title this month as we naturally tend to think of luck and all things Irish in March. Although this photo might be pretty indicative of how little green we will be seeing here on the Prairies this month!

Our sales strategy here at **MOBO** has nothing to do with luck. This week we attended a marketing presentation and they talked about your "USP" – Unique Selling Proposition and how you had to position yourself as being either "Faster, Better or Cheaper."

We always try to be faster, but not at the expense of quality.

We are better because of our attention to detail and the quality of goods we carry. If we won't put **MOBO'S** name on a product, we won't put your name on it either. Period.

We know there might be similar products at lower costs available online. A pen is a pen, right? Wrong. What does associating your brand with inferior products cost you in the eyes of your customers, staff or donors?

Our sales strategy is simply a deep commitment to building value-added relationships by always understanding the four currencies that you, our valued customers, deal in. A “currency” is anything of value to you that you don’t have enough of. They are:



First and foremost, we hope you feel “safe and secure” in dealing with us, knowing that our team of experts is going to guide you to the best quality products for you to associate your brand with.

We also hope we make you feel special because you are incredibly special to us! We love nothing more than getting to know you, your goals and aspirations for your businesses and then watching you grow and succeed over the years.

The entire team at **MOBO** is measured on time and efficiency. Nothing is more important to us than getting your order to you on time and perfectly decorated.

And finally, when it comes to the “currency” of money, we can help you save in other ways beyond just price. The increased efficiencies you realize through lower administrative costs are tangible:

- Not having to sort through a box of goods to “pick” an order for each employee. Give us their names and sizes and we will create a separate package for them.
- Not having to inventory goods and be left with a cupboard of sizes Small and 3XL’s. Talk to us about a customized online store where your customers, staff or donors can shop and pay directly and have their order direct shipped to them.
- Letting us deliver and set up conference or gala swag at each place setting on the big day of your conference. Yes, we do that!
- Let us insert your business cards or sales collateral into branded portfolios or binders.
- Let us pre-load your thumb drives with all the materials you need to share.
- Let us gift wrap your merchandise.

These are just a few of the ways we can assist, all at little or no extra cost.

As an active customer of **MOBO** we know you understand our value proposition, just fine! All we ever ask is that you share that satisfaction with others you may know that could benefit from working with us too!

Wishing you all a month filled with lots of luck!

- Team **MOBO**