



April Newsletter



Celebrate Mom...

Mother's day is May 13th! We have created new layouts that are quick and easy for creating the perfect personalized gift. Be sure to download your laser files so the scannable barcodes will open! AND....remember to cross promote related items!

Plant the seed...

Use the attached sales flyer as a bag stuffer -creating a "Reason to Return"! **Set up** a tower with products focusing on Mother's Day by using the items suggested in the scan sheets. **Create** samples with the provided design layouts. **Add** the sales flyer in a sign holder at the register and focus tower as a reminder. Create a "Tower that Talks!"

Suggestive sell...

Remind your customers to "Celebrate Mom" with a personalized gift this year! Use an opening greeting to **suggest** merchandise and create a package deal to build a multiple item sale. Remind the customer how simple and easy it is to share the gift of personalization!

[Click here for the Scan Sheet](#)

large file - may take a few minutes to load

[Click here to download the Promotional Poster](#)

large file - may take a few minutes to load

[Click here to download Instructions for Updating Laser Files](#)



Thank You for another successful year!

We would like to extend a big "Thank You" to everyone that attended our 12th Annual Dealer Conference! We are already planning even bigger and better things for next year. If you couldn't make it or you'd just like a refresher check out the link below. We have posted the audio from all of the seminars and the Spring Celebration event as well as some PowerPoint presentations for your use.

Thanks again and hope to see you next year!

[Get Audio and PowerPoints Here](#)



Attention: We've Made a Change for the New 2012 Scan Book

Notice that we have changed the UPC number that previously appeared under the bar-codes in your scan books to SKU numbers. You can now look up a file with just the SKU!

[See the details here](#)



Are your laser skills a bit rusty? Need a refresher? New operator? We are offering beginner laser training annually from February-September, with the exception of March 2012. Classes run for two full days at our Dalton, Ohio facility. A \$25 registration fee per person covers lunch for both days as well as materials for hands on training. Please register by submitting the registration form and payment information. Limited availability per session and dates are subject to change.

[Click here for Basic Laser Training Registration Form](#)
[Click here for 2012 Laser Training Schedule](#)



Just a Friendly Reminder

You receive credit for their orders in the month that it actually ships (invoiced), not the month that the order was placed. To ensure you get credit the month you need it and avoid possible charges be sure to order early.

Thank you!

Announcement for P. Graham Dunn Laser Centers



Andy Yost has recently joined the P. Graham Dunn team as our National Sales Manager. Andy has a sales background, including recent work at Deco-Crete Supply, a concrete materials supply company based in Orrville, OH. During his time as the sales and operations manager, Andy oversaw the day to day operations of the company and focused on building relationships with new customers while offering technical support and service to Deco-Crete's existing clientele base. In addition, he oversaw the development of two satellite facilities where Deco-Crete products were sold.

Andy studied at Carson-Newman College in Jefferson City, TN where he graduated with a degree in Psychology and Religion. He is originally from Orrville, OH and currently resides in Wooster, OH with his wife Jessica. Andy is heavily involved in his church serving on the young adult leadership team as well as the sports ministry team. In his free time, he enjoys running, hiking, and spending time with his wife and two dogs.

Andy will be working to both manage and grow sales here at P. Graham Dunn working hand in hand with the marketing department. He will be working directly with CBA affiliated stores and manage multiple rep groups throughout the nation in providing customer service and information on the most up to date product we have to offer. If you have any questions or comments for Andy he can be reached at andy.yost@pgrahamdunn.com.