

# HOW TO...

## IMPROVE YOUR ART OF COMMUNICATION

### The art of modern communications

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Communication is constantly evolving through increasingly sophisticated developments in technology. The prevalence of the Internet and email in today's business world has brought previously unimaginable immediacy and worldwide access to all types of business communications. This increased use of technology has sparked a debate about the 'paperless office', but far from rendering paper redundant, this means that it is now more important than ever to understand and communicate the role that paper can play in maximising external business communications.

In an increasingly competitive market, businesses are discovering both the importance and necessity of differentiation. One way for businesses to achieve such distinction is by ensuring their corporate image really stands out from the crowd. Business communication comprises everything from letterheads and envelopes to compliment slips, business cards, press releases, presentations and reports. Paper based communications are often the first point of contact between a company and its potential customers and, as the old saying goes, first impressions really do count – everything bearing a company's name says something about them, whether intentional or otherwise. Carefully selected paper has the ability to enhance a company's image, and by capitalising on this business requirement dealers can in turn maximise their sales.

Companies should regularly review the needs of their business and, as a business evolves, image and communication materials also need to develop to be synonymous with these key business drivers. High quality, well-



designed materials can add value to a brand or company image by maintaining differentiation from the competition whilst also ensuring that selected core values are communicated to both existing and potential customers at every opportunity.

There is a wide range of materials to choose from in today's market – no longer are sheets of plain white paper "the norm". Quality communication need not cost the earth, but it does add value to, and increase positive perception of a brand or company. Conqueror is launching a new Office product range, for sale through office and retail channels, which has been designed to provide both dealers, business users and consumers with five exciting and distinctive product families to choose from.

Each family, Smooth/Satin, Texture and Concept/Effects, Connoisseur and Digital, has a range of products available for all business stationery needs, from A4 paper and envelopes through to document covers, compliment slips and business cards. They have eye-catching packaging and will become familiar to clients and sellers alike. By providing a full range of products within each family cross selling and merchandising becomes an easy and attractive proposition. ■

## TOP TIPS

### 5 TOP TIPS FOR SELLING QUALITY STATIONERY

>> **Stress the importance of matching materials with a brand or company image. It's best to stock a large range of papers, including more unusual papers such as metallics and iridescents as well as brighter, whiter sheets, to fit with the needs of different businesses and types of business use.**

>> **Remember that the envelope is just as important as what it contains and a good quality envelope is more likely to make an impact and be prioritised**

>> **In addition, headed paper, business cards, compliment slips and envelopes should all match for a professional business image. Offering a complete range helps simplify stationery buying whilst maximising sales**

>> **Traditionally envelopes and paper have appeared separately on the shelf or in a catalogue – by placing matching items together customers are more likely to purchase more than one item. Also, one of the most successful ways to sell quality paper is by showing actual samples of the paper.**

>> **It is important that customers feel confident that the recommended products are of high quality and are compatible with their equipment. All Conqueror papers have a "No Quibble Guarantee" and are guaranteed for use on desktop inkjet and laser printers.**