

# ADVANTAGES

THE ULTIMATE GUIDE TO SELLING

JANUARY 2017 \$5.00

**DISTRIBUTOR  
REP OF THE YEAR**

## Theresa Roberts

**9 WAYS TO GET  
MORE LEADS**

**Start Winning  
Six-Figure  
Orders**

**THE EXPERTS:  
PRESENT LIKE  
A PRO**

**Take Control  
Of Your Inbox**

**FIDO'S  
FAVORITES  
FOR 2017**

*plus*  
**81 TOP  
PRODUCTS  
TO PITCH**



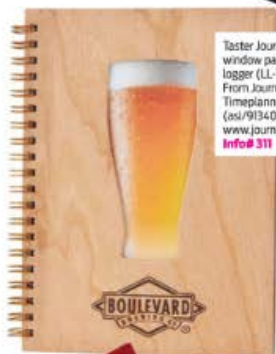
▶ *editor's picks*

# MADE IN THE USA

Not everything is made in China and imported to the states. There are lots of American companies churning out quality products that can be branded. And you should be thankful there are – for many clients, the Made in the USA tag is not only important, but necessary.



The essential portfolio (A972). From Mario Plastic Products (asi/68873); [www.marioplastics.com](http://www.marioplastics.com)  
**Info# 309**



Taster Journals window pad lager logger (LL-770WC). From Journalbooks/Timeplanner Calendars (asi/91340); [www.journalbooks.com](http://www.journalbooks.com)  
**Info# 311**



Green Wave Jr. rain gauge (837FC). From Morco (asi/72240); [www.morcoinc.com](http://www.morcoinc.com)  
**Info# 312**



Acrylic knit hat. From Wisconsin Knitwear (asi/97595); [www.knitshats.com](http://www.knitshats.com)  
**Info# 310**



The world-famous jar opener. From Americanna Co. (asi/35730); [www.americanna.com](http://www.americanna.com)  
**Info# 313**



Patriotic beanie and scarf set. From Dress Code (asi/48342); [www.dresscodesweater.com](http://www.dresscodesweater.com)  
**Info# 314**



C-Sleeve 1000. From Suntex Industries (asi/90160); [www.mattstun.com](http://www.mattstun.com)  
**Info# 315**



Made-in-the-USA licensed camo cap (USALC). From Kati Sportcap (asi/64140); [www.katisportcap.com](http://www.katisportcap.com)  
**Info# 316**

Kitchen series 11.5" x 9" cutting board (001-120901). From Victorinox Swiss Army (asi/93755); [www.victorinox.com](http://www.victorinox.com)  
**Info# 317**



## CLIENTS TO CONSIDER

**1 Government**  
Uncle Sam demands the best, so when pitching products to government clients, make sure your spec samples are all made in America.

**2 Unions**  
USA-made products are a must for any distributor working with unions. Anything less and you risk losing sales.

**3 Patriotic Events**  
Community celebrations for Independence Day, Flag Day and Veterans Day can always use some American-made promos.

**4 Sporting Events**  
Any business can tie into a huge sporting event like the Olympics or soccer's World Cup with promotions that offer up red, white and blue promo products.

**5 Manufacturing Companies**  
Domestic manufacturers support American jobs and are likely to buy USA-made products for their ad campaigns.

### DID YOU KNOW?

53% of people have a more favorable opinion of an advertiser if their branded product is made in the USA.

Source: ASI Ad Impressions Study

For more information on the products shown here, circle the reader service number on the Free Information Card or go to [www.advantagessinfo.com](http://www.advantagessinfo.com).