

ADVANTAGES

THE ULTIMATE GUIDE TO SELLING

APRIL 2017 \$5.00



LOOK INTO THE NEXT MARKETING REVOLUTION

- » Tech Tools to Win the Sale
- » Big Decision? Use an App

* SHOWCASES
Power Banks and Name-Brand Electronics

▶ CLOCKS & WATCHES

These time-tested promotional products are still a popular choice.



Watches have long been thought of as just an anniversary gift, but expand your thinking: They work in a variety of promotions and are well-suited for virtually any industry.

1 GEARS OF PRODUCTIVITY
With a fun mechanical theme, the gear clock (3262) is ideal for engineers, mechanics and recognizing teamwork.

From The Magnet Group (asi/68507); www.themagnetgroup.com
Info# 309

2 SKY'S THE LIMIT
Naturally the airplane clock (MI-3569) is perfect for the aviation and travel industry as part of promotions "soaring to new heights."

From Minya (asi/71970); www.minyusa.com
Info# 310

3 IT'S A CLASSIC
Timeless design makes this stainless-steel bracelet watch a spot-on employee appreciation or anniversary gift.

From Victorinox Swiss Army (asi/93755); www.victorinox.com
Info# 311

4 IN THE MOOD
Fun and funky, this color-changing mood watch bracelet (45020) is great for promotions targeting a younger demographic.

From Askron Rule (asi/30270); www.askronline.com
Info# 302

5 TELL TIME, YOU WILL
Target comic book festivals and conventions that appeal to the inner nerd in all of us with the Star Wars YODA alarm clock (87804).

From Hammacher Schlemmer (asi/59444); www.hammacher.com
Info# 312

6 DESK TOP EXPOSURE
The Lawson Clock (645-789) is uniquely suited for promotions destined for the workplace desktop.

From Howard Miller (asi/67943); www.specialmarkets.howardmiller.com
Info# 313

