



Thanks To You!

June 2009 was an all-time record performance for Speedpro Canada! Like most businesses, we were mindful of the looming recession, as were our clients. It provided us a great opportunity to discuss solutions for our clients that were economical and impactful advertising. Measured as the lowest cost per impression investment in “wowing” your clients, Speedpro provides solutions to your visual communication needs.

10th Speedpro Opens in Ontario

Speedpro is happy to announce the launch of their 10th location in Ontario with the opening of the Kingston Speedpro Signs. Speedpro Signs is owned and operated by Robert Friendship and Diane Kimpinski. Their team also includes graphic designer, Pamela Farrance. If you are located in Kingston, Belleville, Brockville or the surrounding area, see our newest Speedpro location for signs, banners, vehicle graphics, tradeshow displays, and more.

Kingston Speedpro Signs
496 Discovery Avenue, Unit 7
Kingston, Ontario K7K 7E9
Phone: 613-542-3535

Calgary Speedpro Wins Award

Joanne Ruston of the Calgary North East Speedpro is the winner of the prestigious “Leaders Of Tomorrow” award run annually from the Calgary Chamber of Commerce. In evaluating the nominees, points were awarded for business achievement, community involvement and contributions to their industry. The judges were insistent that their theme of integrity be present in every aspect of the nominees profile. Congratulations to Joanne and her team on this awesome recognition.

Window of Opportunity

Using your storefronts as creative spaces for great window graphics

The days of having static signage for your business are over! Take a look at the exciting opportunities available with window graphics.

Your storefront windows provide an excellent advertising point to attract customers. Here are some of the benefits of well-designed window graphics:

Attract Attention

There is no doubt that you will catch the attention of pedestrians and drivers with colourful window graphics. Focus on a specific theme or product that won't lose value over time. This will maximize your return in graphics.

Cost Effective

Lasting impressions are created at first glance, so look inviting! When you consider the costs of remodelling, you can

change-out window graphics for a fraction of the price...and always be current.

Uniform Look

Be consistent in your graphics. Being able to tie several window ideas together help build flow, and make your storefront look even bigger. Let your graphics work together, and you will reap the rewards.

Reinforced Corporate Identity

Consistent colours, logos, design themes, and promotional messages improve your presence with prospects and clients. Continue the excitement inside with themed wall graphics and in-store signage. Shoppers form an impression of you business within 15 seconds of entering your front door. Speedpro will help you get them in the door, and make the memorable impression you want.



TIP: Lead with a solid graphic theme in your window that draws the consumer into your store. In the above example, the client focused on adventure, selling consumers on wanting to have that experience.



Banner Banter

Banners are a form of signage that is perfect for several uses, both indoors and outdoors. When you meet with Speedpro, we will help identify your needs and recommend a banner solution that considers colour, placement, size, material, and design. Fast order turnaround will have your message quickly making an impact.

If you are considering some banner options for your business, here are some things to keep in mind.

Since banners are usually viewed for a short period of time, Speedpro recommends a simple bold message, colour, and easily readable font. Most banners have three to five seconds to catch viewers attention. Font and type are the two most important elements on a banner in making visual impact. For example, all capital letters are less easy to understand as the more familiar upper and lower case presentation, especially from a distance.

Colour is another important element to banner design. If the banner is outdoors in a park in the fall, red and yellow colours are lost in the surroundings. Speedpro recommends a dark background with bright colours for contrast.

Placement is considered as well. Banners must be high enough so viewers can see them, but not so high that they are out of normal sight lines. Most signs look bigger on the production table than they appear on site. We recommend optimal placement for maximum impact.

Easy to roll up for storage, and lightweight for transporting, banners are ideal for annual event use. Schools, community events, seasonal sporting events or tournaments are only a few of the possible uses and re-use opportunities for banners.

Take advantage of the expertise at your local Speedpro location. The staff are trained in designing materials with maximum impact, and can assist you in making good design decisions.

Secrets to Making Sales

Polish up your sales techniques and start driving profits through the door

Making sales is the lifeblood of a business. If you're not selling, you're not making a profit. Yet often, finding sales people, or even finding the motivation for the sales people you have can be difficult. Here are some easy ideas to get the sales running again in your business.

Build Confidence

When you're confident in what you are selling, the product or service will almost sell itself. Spend some time with your team and reinforce why your product or service is worth it. Have them think of ideas a client could use your product or service before you meet with them. It inspires a lot of trust in your clients if they know you've been thinking about them ahead of the appointment time.

Follow Up

One of the biggest places where companies lose sales is that the sales people don't follow-up with clients. At the end of each day, make a note a few days later to contact the client again and follow-up with the conversation, instead of

waiting for the client to call you. You might be amazed how many additional sales you generate.

Keep In Touch

If the client says, "it's just not in the budget this year," then ask when it would be best to bring these ideas to his attention so they can make budget deliberations the next year. And, don't write the client off too soon. Many times things that are planned for do not happen, and additional dollars suddenly become available. Keeping in touch with your client might mean you are the beneficiary of those unexpected dollars.

Plan Your Week

Just like meetings are best run with an agenda, set yourself an agenda for the week in sales. Make a mix of seeing current, former and new clients, and why you should see them. This makes sure you are always busy, and gives you a good mix of people to see on a regular basis. It also keeps you "in the flow" for selling, which keeps you motivated to continue.



TIP: Consider how long people will have to read your banner. If they are driving by, you only have a matter of seconds. If they are walking by, you have more time to capture their attention.

VISIT THE SPEEDPRO PROFESSIONALS NEAR YOU:

