

Number 9

Today's magic words for sales: "Don't letter your van..."



Art Schilling [East Coast Artie's, Surfside Beach, SC] has spent a lifetime making and selling signs. Just the other day he was telling me about a prospect who stopped by the shop to ask how much it would cost to get his new van lettered. It was a conversation he's had a million times:

Art: "I can do a nice lettering job on your van for \$500."

Client: "Wow--that much?!"

Art: "If you keep it for three years, the advertising will cost you 45 cents a day. But don't letter your van. Maybe you'd be better to use that 45 cents a day for a newspaper, radio or Yellow Page ad instead..."

Client: "But I won't get anything for that kind of money!"

Art: "Right. But here's a 24-hour-a-day, 7-days-a-week advertisement that reaches 20,000 people a day. It's a rolling billboard! And for \$150 more, I'll do it in reflective so it lights up at night for readers, and is a safety feature to boot."

By now he has a smile on the prospect's face, and he has put the cost of van lettering in perspective. This particular prospect realized what a great value vehicle graphics can be. After looking at a few options, he chose an upgraded version. He spent more to get even more impact and more value.

Veteran sign salespeople often have "magic words" like that, a straightforward explanation that opens the prospect's eyes to the value of signs as advertising. It shifts the focus from the cost to the value. [Click here](#) for more magic words from Artie.

If you have sales points that you find speed the sales process, I'd like to hear them. [Click here](#) to send me a message. Thanks!

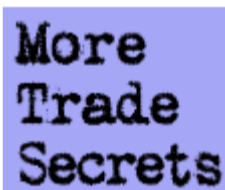
More on using PVC for 3D signs



After [Trade Secrets No. 6](#) showed how Mike Keene uses PVC board to produce a more affordable 3-D sign, I had a few questions from readers about working with PVC, including one from Bill Richardson at The Original Sign Factory Ocoee, FL. Bill asked how Mike dealt

with the expansion and contraction of PVC board, which can result in warping.

We checked with Mike, and he drills oversize holes in the aluminum supports that hold the sign panel, and is careful not to snug the screws down. This allows room for expansion and contraction as the panel gets warmer or colder. He uses 3/4-in. Komacel PVC, primed with Akzo Nobel Grip-Gard VPS-1 on the painted areas.



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Thanks!

Best regards,

Tom McIltrout, Editor

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