

How Do You Advertise Your Copy Center?



You know about the added revenue your TRM Copy Center provides by bringing new and repeat customers to your store. But how do you let customers know that there is a copier in your location? One of our well-recognized window signs advertises the copier in your location to passers by, bringing them into your location to make their copies and additional purchases while

there. These pictures are good examples of TRM's well-recognized window signage at stores just like yours. Don't wait another day to increase awareness of the copy center in your store. Call us today at **800-927-0979** to order your free window signage package.



Featured Employee



Tom Berger, one of our most senior developer/programmers, builds custom applications and programs ranging from customer-facing tools like our Customer Intranet to applications used by our field service technicians to improve our service response times. Tom's focus on creating user-friendly, innovative applications helps us continue to provide superior service to you every day.

In-Store Spending Calculator

Calculate the additional in-store spending generated by having a TRM Copy Center in your location.

<input type="text"/>	Your Average Number of Copies per month
÷ 3	Number of Copies made per visit
<input type="text"/>	Number of Customers making copies
X .70	Percentage of these Customers that make additional purchases in your store
<input type="text"/>	Number of Customers making additional purchases in your store
X \$4.00	Anticipated extra in-store spending per visit
<input type="text"/>	Additional in-store spending in your store per month
X 12	Yearly
<input type="text"/>	Additional annual in-store spending in your store by copy customers

Tips For A Tough Economy

It doesn't matter if you are a store manager at a large national grocery store chain or the owner of a small pharmacy or convenience store, everyone will be impacted by the recent downturn in our economy. Harry DeWolf, Portland district director of the U.S. Small Business Administration has the following tips when economic times get tough:

- 1. Don't lose track of cash flow.** Cash is king—especially in a down economy. Use a cash-flow report to project your cash flows at least three months in advance.
- 2. Don't build up inventory.** Don't get bogged down with excess merchandise and inventories tying up your cash. Convert your overstocked inventory into cash by using sales and promotions to improve store traffic and reduce inventory.

Source: Evan Cael, "Five Tips for tough times", *Oregon Business*, April 2008, <http://www.oregonbusiness.com/.docs/action/detail/rid/32123/pg/10002>

Get more great tips at www.trmcopycenters.com !

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