

Introducing...

# QP ADVANTAGE

A QUICK PRINT EXCLUSIVE PROGRAM

## MAKE SURE YOUR BUSINESS IS TUNED FOR SUCCESS

Pitney Bowes created the QP Advantage\* Program to help its Quick Print customers succeed in all facets of mailing operations. This quick-print industry exclusive program consists of two key elements:

## Mail Education and Supplies

### Mail Education

Whether you already offer mailing applications or are new to the mailing business, you will find value in Pitney Bowes' educational programs. Specially geared to enhance your knowledge of all things related to direct mail, these programs can help you bring expanded value to your clients by further helping them achieve their goals and objectives.

#### Value of Mail

A foundational understanding of "what" and "how" Direct Mail and TransPromo mail serve as an efficient and cost-effective channel to enhance communications, improve customer loyalty and grow market share.

#### Conducting a Postal Analysis

Learn general consultative selling techniques and the postal knowledge needed to drive a more accurate and lucrative discovery, needs and assessment dialog.

#### Mail Preparation & Process

Enhance your knowledge of the rules and regulations for preparing commercial First-Class Mail® and Standard Mail® letter and flat-size mailings.

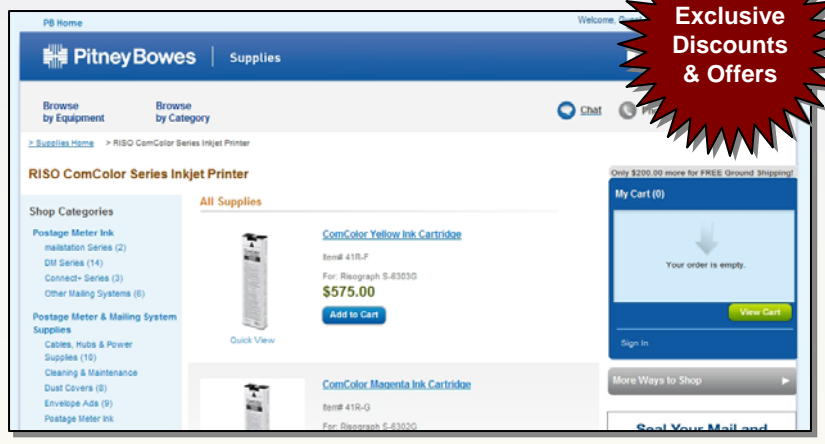
#### Marketing 101 - Marketing Basics for Small Business

In this module, you will learn every facet of a solid marketing plan...from beginning to end. Get ideas and strategies to help get your expanded service offerings noticed - quickly and efficiently.

### Supplies

The QP Advantage Supplies Program\* is tailored to the needs of quick printers - with an online shopping experience organized around your special mailing applications.

- Member discounts on the most commonly used quick print supplies - easily accessible online through [www.pb.com](http://www.pb.com).
- Exclusive access to special supply offers & packages.



## For more information, or to access your QP Advantage benefits, please visit [www.pb.com/quickprint](http://www.pb.com/quickprint).

\* To qualify for the QP Advantage program you must have purchased or leased new equipment and a service contract from Pitney Bowes. Quick print supplies discounts, offers & packages are not available to customers with existing price discount programs on these products.

