

CUSTOM MINT SELLING GUIDE

GROW YOUR REVENUE

Mints are easy to sell (short sales cycle) and the perfect add on to every order

Adding one case of mints to five orders a week could mean over \$13,000 of incremental income

Mints are an annuity - sell it in once and on average your end-user purchases for 8 1/2 years!

BUILD YOUR CUSTOMER'S BUSINESS

Recent research tell us consumers are pleasantly surprised when offered a wrapped mint

69%
think more highly of the business

61%
are more likely to return and recommend the business to others

50%
take a mint and keep it for later (added impressions)

BEST PLACES FOR MINTS



Banks



Funeral Homes



Sales Professionals



Healthcare



Education



Hair Salons & Spas



Car Dealerships



Legal



Political



Real Estate

WAYS TO USE MINTS



Strengthen customer loyalty -
put mints in a bowl
at reception desks and in
conference rooms



Market your business -
leave mints behind
at prospective
client meetings



Improve trade show ROI -
hand out custom mints to
promote your business



Incorporate into
employee celebrations
by including in goodie bags
and gift baskets

USE THE WRAPPER AS A MARKETING TOOL

Engage consumers with a call to action or coupon offer

Incorporate a QR code that drives consumers to a website

Promote social media channels such as Facebook, Twitter or Instagram

Drive awareness of a new service or product

Promote other key messages and special deals

ASI/61820
PPAI/113524
UPIC/HOSPMINT
SAGE/55506


hospitality
mints®

