

**FOR IMMEDIATE RELEASE**

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**The Hands-On Approach to 2009 Sales Growth**

*--A pilot sales program that partners with promotional products salespeople to sell \$100,000 Character Marketing Campaigns--*

**Allentown, PA, October 27, 2008** - Artistic Toy and The Promotion Coach announce today their plan to help 20 promotional product distributors build character. Jim Socci, President Artistic Toy, and Ted Davies, The Promotion Coach, have teamed up to help salespeople go deeper into clients' marketing campaigns to discover sales opportunities they could be missing. The goal is to recruit 20 dedicated sales professionals who want to work hands on to implement their co-authored "Character Marketing Sales Playbook™".

The pilot program will begin on Monday, January 19, 2009. The dynamic duo will use a series of web training sessions to implement the sections in the playbook. Within the program salespeople will receive:

- Guidance on Client Selection
- Assistance developing an award winning prospecting campaign
- Tips for securing appointments
- Presentation Assistance
- Access to case studies and proposal templates
- The Promotion Coach Sales Playbook – First Million Audio CDs

The cost of this pilot program is FREE, but is limited to 20 participants. Applications are being accepted online at [www.artistic toysmfg.com/100kpilot.html](http://www.artistic toysmfg.com/100kpilot.html) through December 19, 2008. The selected participants will be announced on January 12, 2009 at the PPAI Las Vegas Trade Show.

## **About Artistic Toy**

Artistic Toy Helps You Build Character. Artistic Toy's plush toys are great for all types of corporate occasions, including Incentive, Brand Recognition, Education, and Business Development Programs. You can choose from a wide selection of stock toys that can be delivered with imprint in less than 15 days or Artistic Toy can build a custom Plush prototype from a picture in 24 hours. Our clients always get a high quality, highly buzz-worthy giveaway, and when they use our Create Your Own™ custom toy service, it makes an even bigger impact. Our quality and production processes are all designed to deliver on time and impress clients when they receive their stuffed plush toys.

Inspected by Helen™, Artistic Alerts, and the Perfect Match™ Systems are all in place to deliver the best stuffed plush toys for clients. Artistic Toy is distributor-oriented, and offers distributors unmatched sales support to help them win new business, support their clients, and provide sales and marketing tools that provide solutions using plush toys that outperform other advertising specialty products. Consider Artistic Toy when you want to distinguish your brand with a Character, build programs with extraordinary response rates, and deliver solutions that create a measurable return on your marketing investment.

## **About The Promotion Coach**

The Promotion Coach a.k.a. Ted A. "Bump" Davies Jr. is a 28 year veteran of the promotion industry. He has sold over 1,000 programs with sales in the top 1% of the industry. The Promotion Coach Master Sales Club Training Program is the industry's best training program because it includes business planning, two courses on prospecting best practices, 5 courses on consultative selling, over 40 top idea selling courses that will help you make sales from \$5,000 to over \$100,000 per sale, every month you receive the industries best customer newsletter to email to your clients and a sales accountability program. To see why over 140 salespeople are achieving great success go to my website [www.thepromotioncoach.com](http://www.thepromotioncoach.com) to sign up for a demo webinar.

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