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When a prospective customer comes to your store or visits your booth in a tradeshow and asks for information about your business and the products or services you offer what do you do? Do you hand them out your tri-fold brochure? Do you write your website in a piece of paper? Or do you ask for their email address and tell them to wait for your email?

Understand that when people come to you they expect instant result. When they ask for information, they want to get it at once. They are busy individuals so they donâ€™t have all day to wait for your response. For this reason, you have to get your sales sheet ready at all times. This is actually a one-page material that sums up everything about your company. It presents only the important details and encourages phone calls for additional details. Sales sheet is ideal for use on tradeshows, as inserts, and in response to inquiries.

If this is your first time to create a sales sheet, here are useful pointers to follow:

-Draft your message. A good rule of thumb is to keep your message brief and to the point. Start with a good opener that will catch peopleâ€™s attention. Be sure to include all the basics such as who you are, what you do, and why people should patronize you. You have to focus more on the benefits rather than the features. Itâ€™s best if you create a message with your customers in mind. Think of what information they would like to know and you can easily create the perfect copy.

-A picture is worth a thousand words. To make your material look visually appealing, include a picture of graphic. It can be pictures of the products you offer or any other image that is appropriate to your business. Ensure the images are high quality so they will look great on your sales sheet when printed.

-Make the call to action strong and irresistible. Tell your customers how they can get more information about your business or your offers. Give them several avenues so they can choose the most convenient for them. If you include special offers on your sales sheet, make sure to include expiry dates to encourage immediate response.

-Put enough white space. Donâ€™t overcrowd your materials with too many images and texts. Put enough white space as possible so your message will be understood at once. Get rid of the unnecessary texts so there is enough breathing room on your material.

-Go for color printing. To make your sales sheet pop, you have to print it in color. Thankfully, color printing is affordable these days. Most printing shops provide affordable color printing in the highest quality possible. You can basically use any color you desire on your sales sheet printing but ensure that the colors are appropriate to your brand and business image.

-Limit the use of fonts. Just use two styles so as not to empower your message with the font style. There are plenty of choices in fonts on your computer. Resist the temptation to use overly creative fonts. Just use the simplest so your message will be read right away.

Follow these pointers and you can get yourself an elegant and compelling sales sheet that you can distribute to potential customers.

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