



Maintain Existing Avanti Press Customers



Level 1 and 2

These customers can deliver the best sales and need the most attention:

- Service no less than every 60 days
- Less than 5% Old Age below eye level
- Email control@avantipress.com and ask if they need a reset
- Good Candidates for Upgrades
- Present at least one business review per year
- Use a 24-pocket display or bigger for seasonal

NEW or Level 0

We have invested in them. Make them the best they can be!

- Service no less than 60 days
- Insert new pretested designs
- If reorders are strong consider upgrades
- Seasonal – Always sell seasonal, start with 15 pockets

Level 3

What can we do to make them L2?

- Service no less than 90 days
- Keep old cards out of eye level pockets
- Limit old age to bottom 2 rows
- Adjust captions if needed
- Add a brand if it will resonate with shoppers
- Use 15-pocket display for seasonal

Level 4

Every customer deserves Avanti attention and service.

- Service at least 2x a year. At least once in person
- Keep eye level fresh with new and best sellers
- Move cards below eye level around to freshen display
- Keep envelopes and signs fresh
- Sell seasonal if customer requests it - limit to 15-pockets
- If seasonal is unsuccessful convert that spinner to blanks or another brand