

**Distributors - Educated your customers so that they WANT to buy flash drives.**

### **What is a USB Flash Drive? (Answer for your client)**

“A Flash Drive is a type of portable USB drive that stores and transfers data located on your computer working similar to floppies in that information can be stored and written on them. This device enables you to read, write, copy, delete and move data from USB flash drives to your hard disk drive and back again. They do not require any type of software installation- all that is required is a USB port with which all modern computers are equipped! (Flash drives are also referred to as jump drives, thumb drives, pin drives and USB drives.)”

### **Why use USB Flash Drive?**

#### **Flash drives are paperless and therefore Eco friendly.**

- **Clients planning an event** that require charts / lists with numerous changes and people involved can go paperless and use flash drives. All support staff and vendors can use them and save money and time.
- Flash Drives are also wonderful **advertising mediums for all the sponsors of an event**. One promotional item can all be purchased for all their individual ads and pre-loaded for distribution to attendees- giving more advertising mileage to the event supporters
- **Clients with educational programs** that involve a lot of data please save a tree and use a flash drive. Upload workbooks, manuals, video presentations and package to sell in a smaller easier to ship package. At less than 8oz a 1GB flash drive can hold more information than 100 twenty-page teaching manuals.
- **Inexpensive, ECO friendly advertising medium**. Hand them out at trade shows instead of paper. You can actually provide more info at a lower cost than paper if you take in to consideration printing and shipping costs.
- **Flash drives are easy to use and no one ever throws them away**. They may erase your info but the drive will survive with your information printed on the shell. And now days you can upload and lock your information.

#### **Sell to industries that use them daily for their own operations-**

- Of course **computer repair techs**, PC trouble shooters, office suppliers, office managers etc., and home offices or small businesses are good potential clients
- **Flash drives are great for quickly moving files around**. Ever had a ton of info to move around think flash drives? Unless two computers are on the same network and sharing files, it can be a pain in the butt to move a file between them. If the files are small, email is usually a good way to go. For really large files, email may not work. CDs and DVDs are one way to go, but unless it is rewritable, you're essentially sacrificing a whole disc just to move a file.

- **USB flash drives are much more convenient.** Move files between your PCs. Even carry some of your important files around with you. Since almost any computer running Windows today can recognize and use your USB drive without any further setup, you have ultimate portability.

### **FIND NEW INDUSTRIES- Flash drives are the wave of the future**

In the very near future USB drives will be downloaded to nearly every familiar device.

Download info to phones, music devices... TV'S ....it's the wave of the future.

### **Sew a Pattern Hi-Tech Style- go after the Fashion Industry**

Did you know, many modern sewing machines today have USB ports on them. You can use the USB drive to put software updates onto the machine. You can also transfer patterns to the machine for automatic creation on your fabrics. Yes, it is the old time world of sewing merged with the world of technology.

### **Other sales tips:**

- **Take Clients files to meetings with you on a flash drive** and show them their previous promotional items and artwork.
- **Sell to Music Industry** for quick use of demos
- **Sell to Graphics artists/ printing companies** who can store client files and present at meetings
- **Self promos** - SHOW who you are and what you do.
- **Movie Entertainment industry.** Wrap parties and other special events. New show trailers, etc.
- **Educational arenas.** Schools, universities, bookstores, conventions and educational forums.

### **IPLUS USB special features:**

**Flash drive experts. Close factory relationship; custom pieces.**

**Large selection of styles; Free imprinting up to 5 spot colors; free upload up to 100 MB; lifetime warranty; Grade A Tier 1 chips only – Samung & Hynix . Best prices offered for great quality. Offer an updated price list which is current every week allows you to check prices yourself to properly quote your client. A great marketing item!**

**Call us today so we can help you build your sales volume! (877) 475-8787**