



IT'S A
BRIGHT
IDEA.
PUT YOUR
CLIENTS'
PRODUCTS
RIGHT IN
THE PALM
OF THEIR
HANDS.



New customers: Your clients love them, lust after them and – with your help - spend hours plotting and planning ways of bringing them into their businesses.

We can partner with you to ensure your clients reach their sales goals with a solution they will really grasp.

The *WinkPad* – an innovative new marketing tool that's a perfect fit for the advertising industry.

Winning companies aren't successful by accident. With the help of advertisers, most have sized up their target markets and zeroed in on a unique approach to meet their customers' needs, values and expectations. In advertising, your goal is to help your clients gain that competitive edge. Identify innovative approaches to securing new business and maintain existing business. The *WinkPad* is the perfect complement to your existing advertising plan, it can help your clients can break through the clutter and grab the attention they need to succeed.

The *WinkPad* will enable your clients to:

- Survey Customers
- Get *your* Message out to *your* Target Audience
- Increase Brand Awareness
- Cross Sell Products & Services

With the *WinkPad*, your clients can quickly and easily survey customers – one to one – to measure their level of satisfaction and avert potential problems before they arise. It will help to identify key consumer segments and understand their demographics, shopping habits, buying styles and more. Your clients can survey to measure need before introducing a new product or service or to get feedback on potential marketing campaigns to make better use of their advertising dollars.

After asking a few select questions, the *WinkPad* will target each customer with specific information and advertisements relative to their needs. It is an effective media strategy that will allow your clients to focus on brand awareness, marketing new products or services, or cross-selling their existing products and services. This method of one to one marketing will help your clients build a loyal customer base. After all, the value of customers who make repeat purchases far exceeds that of those who constantly switch in search of a bargain.

At the end of the day, helping your clients building and retaining a profitable customer base is what success in the advertising industry is all about.

The *WinkPad* can make your job a whole lot easier!

Stay competitive in an ever-changing business environment with our hottest new product - an interactive sales tool that can be personally tailored to the individual needs of your business. This extremely effective method of one to one marketing – your very own “private broadcast network” - will enable you to sell the Right products to the Right people at the Right time.

...and do it all with a captive audience - right in your own waiting area – without the hassle and expense of added staff.

- **It's unique**
- **It's exciting & educational to the consumer**
- **It's beneficial to your business**
- **It's a cutting edge interactive media solution**



STAY COMPETITIVE...

It's The *WinkPad*

Technology – It's Quick & It's Easy

The *WinkPad* provides endless communication possibilities - one to one - with your target market. It is a highly efficient way to market products based on specific criteria. Hand-held, stand alone and seated kiosk versions of this innovative new product are available to be tailored to the specific needs of your business. With the *WinkPad*'s innovative component, *WinkCast*, a content distribution and retrieval system, consumer interaction and feedback are in real time. Various networking options are available to fit your needs and budget. Value added services include real time online software updates, plug and play software and hardware to fit your specific requirements, front end content distribution to and from unit, and back end management and data basing of information.

Best of all – because the *WinkPad* can be implemented quickly and inexpensively – you will begin improving your sales almost immediately!



The WinkPad – an innovative new marketing tool that's a perfect fit for any industry.

PaperlessPractice™

over →

Call today to place your order or learn how the *WinkPad* can benefit your business.
800-857-6885 • www.PaperlessPractice.com.