



PUTTING YOUR WORLD OF PRODUCTS RIGHT IN THE PALM OF THEIR HANDS.



Providing a complete marketing solution for your top priorities: Increasing Sales and Customer Satisfaction.

We can help you reach those goals with a solution that your customers will really grasp.

The *WinkPad* – an innovative new marketing tool that's a perfect fit for the retail and grocery industries.

Winning retail and grocery chains aren't successful by accident. Most have sized up their target markets and zeroed in on a unique approach to meet their customers' needs, values and expectations. They have identified innovative approaches to securing new business and maintain existing business. The *WinkPad* will help you break through the advertising clutter and grab the attention you need to succeed. Consider the opportunities – you can't afford not to!

The *WinkPad* will enable you to:

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

With the *WinkPad*, you 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. You 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 your 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 you to focus on brand awareness, marketing new products or services, or cross-selling and upselling existing products and services. This method of one to one marketing will help you 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, building and retaining a profitable customer base is what success in the retail and grocery industries 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.