LASTING impressions
strategic marketing solutions

10808 130th Ave NE, Kirkland WA 98033
phone 425.822.6651 *fax* 425.827.2975 *www.lastingimpressionsgifts.net*

CROSS SELL

Lasting Impressions consults with companies to identify all pillars of profitability and then creates marketing tools to drive revenue across every business unit.

CASE STUDY: COMPREHENSIVE CAMPAIGN DEVELOPMENT

MEYDENBAUER CENTER

Meydenbauer Center: Western Washington's premier convention and conference center.

OBJECTIVE

Lasting Impressions consulted with the Meydenbauer Center's sales team to create a collection of sales tools to drive revenue for the next calendar year. In meeting with the client to understand the project background, scope and ultimate goals, the following information was uncovered:

- The majority of customers are local for this sales division.
- The goal is to secure the majority of sales through past customers.
- A new catering program was launching in January to serve the local community.
- A new brochure had just been produced showcasing five ways The Meydenbauer Center facility could be used by meeting planners.

The four pillars of profitability were promoted as:

1. Collaborate
2. Celebrate
3. Meet & Eat
4. Set the Scene

The new brochure was very well done and created a strong foundation for cross selling The Meydenbauer's pillars of profitability.

Digging deeper into the needs of the sales team, it was identified that a corresponding item of value for each pillar of profitability was necessary to thoroughly and consistently communicate the Meydenbauer's value proposition to customers.

DEPLOYMENT

Lasting Impressions collaborated with The Meydenbauer's sales team to identify the perfect sales tool to represent each pillar of profitability.

Creating the annual campaign at one time allowed the Meydenbauer Center's sales team to "meet each customer where they are at" by reconnecting on past experiences and then creating a personalized marketing campaign for cross sell into new areas.

TESTIMONIAL

"Together, we assessed my goals and created a strategy, which inspired a campaign that I am proud of. From start to finish, the team at Lasting Impressions has been supportive and professional, and I look forward to many years of partnership."

- Kenna Hodgson, Event Sales Manager
Meydenbauer Center

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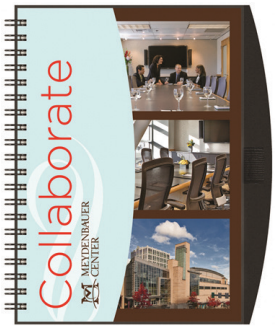
CROSS SELL — THE CAMPAIGN

COLLABORATE:

A custom journal book was created to highlight the Meydenbauer's executive conference suites and 12,000 square feet of flexible event space.



CELEBRATE:

An engraved wine stopper was the perfect piece to represent the center's connection and close proximity to the wine industry.

MEET & EAT:

A portable cutlery set was selected to introduce the new catering service to local businesses.

SET THE SCENE:

A full color magnet was chosen to highlight the 410 seat theatre which can accommodate live art performances as well as lectures and corporate seminars.

Sell the whole package! To establish a strong partnership that will lead to creative sales strategies that encompass all pillars of profitability like this, contact Lasting Impressions at 425.822.6651 or LastingImpressionsGifts.net.