

Sales Lead Generation: D&S Foods and Davian's Banquet Facility



A food service company wanted more new business. The company had five service divisions: vending, catering, banquet, cafeteria and coffee service. MDM developed the “Five Star Service” built upon the high standards the company embraced.

The series of oversize direct mail pieces carried the theme with glorious pictures. The right theme to the right audience at the right time again proved to be a winning formula, because the first mailer yielded \$1 million in new sales ~ about \$100 in new business for each \$1 invested in mailing.

Sales staff also used the mailers as brochures to present services to customers.

The mailers remained effective for years continuing to attract new business year after year.

Please call **262-789-2240** for details.



MILWAUKEE DIRECT MARKETING, INC.