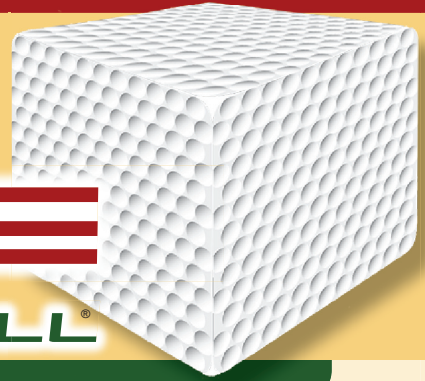


THE

SQUARE

GOLF BALL®



April 11, 2014

Corporate Marketing - Part II

Earlier we spoke about how The Square Golf Ball® is the most ingenious and clever marketing tool to come along in years. Here's why. Unlike the tiny flashlights and cheapie pens, note pads, etc, The Square Golf Ball® is not an item that will be thrown away or given to the kids. The Square Golf Ball® performs well and keeps the company name in the conversation. The Square Golf Ball® placed on a desk or credenza is certain to generate a comment or question from a visitor, thus bringing the company name back into the mix. Sales representatives are always on the hunt for that special something to give their client or potential client, which can be used as a reason to contact that client later to follow-up on how they like The Square Golf Ball®. A good sales person needs only a small opportunity to open dialog, which can then circle around to their business of selling a product or service. Each and every sales representative and senior manager should have The Square Golf Ball® on his/her desk, and each sales person should have access to a supply so they can take this to their client meeting. Because golf is the sport most white collar executives engage in, The Square Golf Ball® seems like a perfect fit, and is a gift the recipient will actually appreciate, display and have countless conversations about for years to come. The Square Golf Ball® is affordable enough that virtually any business medium sized or larger with a sales force and a product or service to sell can benefit from. The Square Golf Ball® is a true workhorse in the business world.

