

# Smart Solutions



*"Regardless of the changes in technology, the market for well-crafted messages will always have an audience."*

STEVE BURNETT – The Burnett Group

## Effective Communication

Now that you have the right tools, you will need to create the right message. Meaningful communication will help your message stand out and get noticed. Use these tips below based on the 4C's model of Effective Communication.

### 1. COMPREHENSION

Make sure your listeners understand your message.

- Keep it simple
- Repeat often
- Create a clear message

### 2. CONNECTION

A message or idea should make sense and have meaning.

- Your message should resonate with the audience
- Spark behaviors and action

### 3. CREDIBILITY

Who the message is coming from is key. The audience has to believe in the source.

- Who is saying it
- What is being said
- How it is said

### 4. CONTAGIOUS

A contagious message can be a good message

- Create an energetic and memorable message
- Trigger an emotional response

As Anthony Roberts states, "To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

Reference:

<http://humanresources.about.com/od/interpersonalcommunication/qt/memorable.htm>

THE RIGHT TOOLS TO STAY CONNECTED!



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## Tools You Can Use...

Communication is the most important contributing factor to the success of any business. Having the right tools to communicate those messages are just as important. Deflecto has these tools to help you stay connected. Whatever your need... small business to corporate office, sign holders are a great way to help communicate a professional image about your company.

## Ideas and Inspirations...

Deflecto sign holders have a wide variety of applications. Here are a few ways in which you can stay connected:

### HUMAN RESOURCES

Use for important announcements, contests, company discounts, events, charities, and job postings

### FACILITY SIGNS

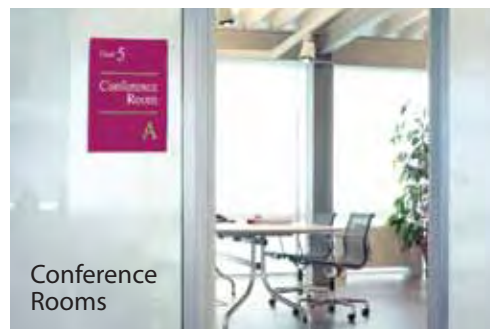
Display OSHA regulations, emergency exit routes and other important messages

### LOBBY/RECEPTIONIST

Welcome and direct new visitors. Use for placards and announcements

### CONFERENCE ROOMS

Use for "occupied status", conference room numbers or names and welcome signs



Conference Rooms

### GENERAL OFFICE

Deflecto signs are a great way to give general direction in a large office space

### RESTROOMS

Identify gender restroom locations, handicap services etc.

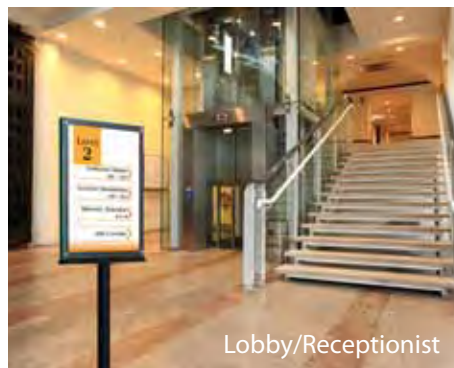
### NURSES STATION

Announce flu shots or general health and wellness tips

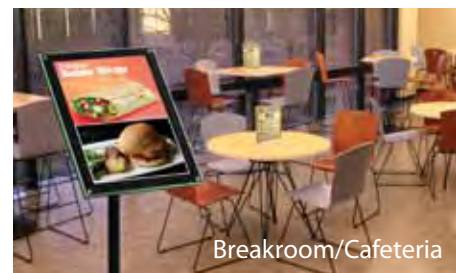
### BREAKROOM/CAFETERIA

Promote specials and menu selections

**Breakroom to boardroom, we've got you covered!**



Lobby/Receptionist



Breakroom/Cafeteria

## Say It With Style

Premium sign holders help enhance your image. Add a touch of style to your message with Deflecto Superior Image® sign holders. High end finishes like wood base and black border help your message get noticed. Offered in a variety of shapes and styles to meet your every need.



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## Did You Know...

Deflecto offers a wide range of floor stands and literature holders. Great for trade shows, lobbies and waiting rooms! Easy to assemble, loaded with functionality. Deflecto designed these floor stands with you in mind.

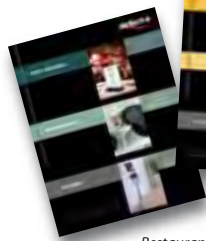


693245  
Shown with  
Add-on Pocket  
693445

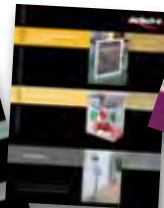
## What's in your "toolbox"?

Deflecto has several channel specific tools like brochures and sell sheets. Call or email customer service to get your copy today.

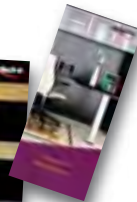
customerservice@deflecto.com  
1-800-428-4328



Restaurant  
Brochure



Facilities  
Management  
Brochure



Furniture  
Accessories  
Pamphlet

## Testimonials

We scoured the web to find out how sign holder users are putting Deflecto products to work. Check out these online reviews to see what all the hype is about.

*"We use these at charity events to get a pricy look for a low cost"*

IN REFERENCE TO ITEM #69775  
(BLACK BORDER SIGN HOLDER)  
BY MARCY THE "PRICELESS EVENTS PLANNER"

*"Gives our countertop display some zing! We use the frame to display monthly calendars and flyers for upcoming events"*

BY CINDY, BALLROOM DANCER

*"A nice addition to our bulletin board. We use one for inspirational quotes and one to announce staff birthdays and anniversaries"*

IN REFERENCE TO ITEM #68301  
(11 X 8.5 WALL MOUNT SIGN HOLDER)  
BY DENISE

*"Excellent for elevators. We use these to list our daily activities sheets; they are placed in our elevators"*

BY BURLYBABE

*"I use this product to display my menu of services in the salon, monthly specials [and] photos of services"*

BY MTHOMASDFG - LOS ANGELES, CA

*"I am a visual artist looking for a way to promote artwork I am exhibiting. It's the perfect solution!"*

BY FLOMO - STOCKTON, NJ

*"A great thing for table top tradeshow"*

BY JACK THE KNIFE - SULLIVAN, WISCONSIN

Share your different application uses with us! Email your photos or ideas to: [opmarketing@deflecto.com](mailto:opmarketing@deflecto.com)

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## FUNNY SIGNS

