



Your partner for  
extraordinary  
service and success.



 **Bankers ADVERTISING**  
since 1896 COMPANY

Join Our Network

# ABOUT Us

## MISSION

The mission of Bankers Advertising Company is to help our customers grow and achieve their goals with the use of promotional products, printing, and calendar advertising.

## WHO WE ARE

Founded in 1896, Bankers Advertising Company is one of the promotional products industry's oldest and largest firms. We have more than 200 years of combined senior-level industry experience. Current ownership and management of the company is in the hands of the 4th and 5th generation descendants of the founder. The owners are active in the business and the company has served some of its customers continuously for over seven decades. We see ourselves as a partner, providing products and services that help our sales partners be successful. We serve the customer with physical media – tangible products that convey messages and build brands.

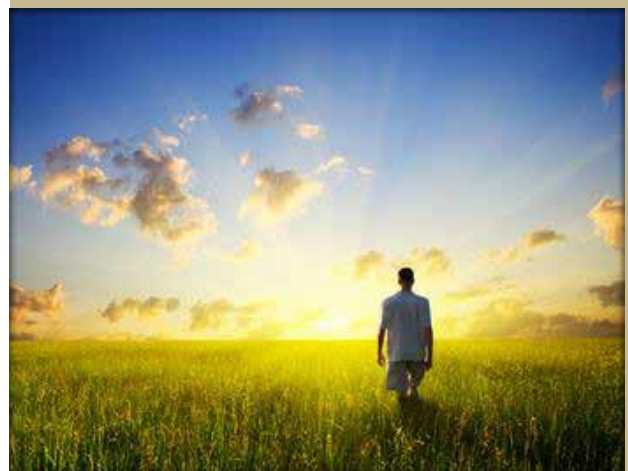


## WHY US?

As a leader in the promotional products industry, Bankers Advertising Company offers you the opportunity to join an exciting and fun industry through our network of independent partners. Bankers promotional partners are skilled communicators, promotionally minded problem solvers, self-motivated, goal-oriented, competitive, organized and creative. For decades we have built lasting relationships with our partners by listening to their needs and responding. By joining our team, you can look forward to a career with a bright future as well as opportunities for unlimited earnings potential.

## OUR COMMITMENT

- We will be innovative, using our creativity and knowledge to go beyond catalogs to create custom and differentiated products. The more we know about the goals of the client the better we can serve.
- We will provide exceptional administrative, marketing and sales support. We will provide these services in an efficient, professional, friendly and value based manner.
- As we were founded with a manufacturing base we remain committed to making a portion of the products we sell. We will evolve our manufacturing capabilities to maintain a leadership position in the markets we serve.
- We will provide development for our associates and sales partners to help everyone grow, evolve and innovate.
- We will be forward looking with a focus on the progress of our company and clients with our success based on measurable goals.



# BONUS & INCENTIVE PROGRAMS



Your success means our success. It's that simple. We have many programs to create personal success, wealth and a rewarding career. We have the skills, dedicated people and resources to assure you achieve your goals. In addition to a generous commission paid at time of sale, we offer you numerous ways to maximize your income and prosper.

## THE PROGRAMS

- **ADVANCE COMMISSIONS** – We pay commissions weekly at time of sale. Your commissions are computed every week on the orders you have placed.
- **BANKERS ADVANTAGE BONUS** – Our company owned Advantage Lines give you a competitive edge in the marketplace. We offer quality, competitive pricing, outstanding service and exclusive products to increase your ability to succeed beyond the competition. All orders placed with our in house lines earn you extra earnings on every sale at the time of sale.
- **ANNUAL CASH BONUSES** – As part of the Bankers sales force you're eligible for one of the best annual cash bonus programs in the industry! This bonus program is progressive - the more you earn the larger your bonus.
- **CONTESTS** – Each year we offer you several opportunities to win rewards for increasing your sales. Contest qualifications and prizes vary from year to year. We'll provide you with a separate brochure containing information about each contest.
- **NEW ACCOUNT BONUSES** – With our history of cultivating long-term relationships, we believe every new customer is as valuable to us as they are to you. We believe your ability to develop and build these relationships should be rewarded. The New Account bonus is paid monthly as you add new accounts.
- **SALESPERSON REFERRAL PROGRAM** – We know you want to keep your rewards growing, and our referral program helps you do just that. It is a win-win situation because this generous program adds to your personal income while ensuring a bright future for the company.

## RECOGNITION & REWARDS

Yearly, Bankers recognizes the partners that have achieved or surpassed their goals. We know how important it is to honor the "best in the business" and reward those for being a leader in the company. Partnering with Bankers is your opportunity to benefit from the experience and synergies of the most successful sales people in the industry.



- **PRESIDENT'S CIRCLE RECOGNITION** – We believe in rewarding our top earners. Those members of our sales force who achieve a superior level of sales qualify for our President's Circle. You become a President's Circle member by reaching an annual sales goal of \$125,000.

### President's Circle

<u>Level</u>	<u>Sales</u>
Diamond	\$1,000,000
Ruby	\$750,000
Platinum	\$400,000
Gold	\$275,000
Silver	\$175,000
Bronze	\$125,000

Each person's goal varies and is based on the previous year's sales level plus expectations for the year ahead.

- **NATIONAL SALES MEETING** – If your goal is met, you may receive an all-expense paid trip to an exciting location where we enjoy lots of fun and learning. You'll get a sneak preview of new products, hear about new trends and marketing techniques and share your own strategies for effectiveness with other salespeople. At this event we hold our annual awards banquet where we recognize President's Circle members, Career Sales Achievement Awards, Top Award Winners and name the Bankers Salesperson of the Year.



- **BAC TALK** – The Bankers weekly newsletter includes helpful information regarding current sales, product ideas, top salespeople for the week, market and product trends and much more. The information is shared to report successes and to help our sales partners be more successful.



# SERVICES FOR YOU



In addition to our sales incentive programs, Bankers Advertising is committed to providing value-added products and services to our sales force. These services include the following:

- A personal Sales Manager and team of Sales Service Associates assigned specifically to every salesperson, giving you optimal support and contributing to your success.
- We assist with product research and share best experiences regarding products that have worked well for others.
- We provide full order processing services from inception to collection and work with our sales partners to coordinate production of each order. Our custom on-line order entry portal gives you access to account information and artwork.
- Our credit department provides services ranging from credit reviews to post-shipment collection of account receivables.



- We offer full service artwork capabilities and understand the unique challenges of the many industry decorating capabilities. Our systems include state-of-the-art graphics capabilities that include full-color digital imaging.
- Access to all industry supplier lines including a select group of Exclusive, Key, and Recommended suppliers that offer Bankers the best pricing programs and services. We know the industry and the secrets for success.
- We offer a comprehensive array of marketing services to help expand and develop your business. From our proprietary catalogs to weekly material mailings to product research we have numerous tools available for you.
- Bankers will provide you with a variety of reports. You will receive weekly and monthly recaps, year-end reports, reorder reminders, order listings and more. Information means better results for everyone.
- We make continuing education available through participation at national and regional trade shows, our national sales meeting, in house seminars, supplier webinars, industry articles, and our annual fall gift meetings. Our goal is to share information regularly to keep you on top of trends and emerging opportunities.



- Our At Your Service Department is here to help resolve problems and questions that occur after the order has shipped. Our experienced approach works to maximize long-term customer retention.
- Our 120 year old company has the best credit rating available and a strong balance sheet. We are committed to serving the market for years to come.

# IN HOUSE CAPABILITIES

Bankers is one of the few companies that manufactures some of the items we sell. We can assure you and your customers quality imprinted items delivered quickly and efficiently. Our in house production facilities often create an extra value for you and your client, giving you an extra edge in the marketplace. All sales from our Advantage Lines earn you extra earnings on every sale.



## BANKERS Embroidery

- We have our own embroidery facility. At Bankers Embroidery, we offer regular embroidery, 3-D (puff) embroidery and tackle twill decorating.

## BAC Promotional Graphics

- Our in-house screen-printing capabilities specializing in promotional and point of purchase advertising, banners, outdoor signage, product identification, fleet graphics, and much more.



## BAC Advertising Calendars

- Our factory includes state-of-the-art printing and finishing equipment for manufacturing of stock and custom calendars. We are known for turning paper and ink into completed custom products to meeting exact client specifications.



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- We are a full-service commercial printer with award-winning capabilities. Direct mail, including promotional items, is a specialty.

**Bankers**  
Advantage **BONUS**  
Lead with your Bankers Advantage lines!

# OUR VALUES

We enjoy finding unique and creative solutions to the needs of our clients. We like challenges. We value participating in the sales process to bring more knowledge and vision to the customer for a better response. We enjoy the opportunity to work with people to celebrate success and examine set-backs as an opportunity to grow. We value a reasonable return to our stakeholders: our sales partners, associates, vendors, and shareholders. We desire an organization we can be proud of where we can respect our heritage and be excited about our future.



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