



**Five Thousand Forms, Inc.**  
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[www.givemefive.com](http://www.givemefive.com)

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
ALLENTOWN, PA  
PERMIT NO. 500

**CELEBRATING OUR 35TH YEAR!**



## SPRING into GOLF

With golf season in full swing, take to the course with golf-related merchandise and wearables imprinted, silk-screened or embroidered with your company name and logo.

From comfortable microfiber golf shirts for men and women to 3D golf tees, items can be purchased for your employees and customers.

If you are planning a golf tournament, let us help with every detail from signs, banners, apparel, towels, lip balm, water bottles, can holders, golf balls, ball markers, divot tools, and prizes.

Choose from over 750,000 items. We'll select what best fits your needs and budget. Fore!

Check out our online promotional products store at [www.givemefive.com](http://www.givemefive.com) or contact us at 610-395-0900 for a FREE consultation.



# Five Thousand Forms Gazette

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A quarterly newsletter to help you make decisions regarding Promotional Products • Business Forms • Commercial Printing • Direct Mail

No matter what the season or the fashion trends, it's always in vogue to buy and use items that are eco-friendly. Now, you can purchase these—and literally thousands of other promotional products—via our new online showroom and store. With a few clicks of your mouse, a world of possibilities awaits you!



Enter the "mall" and choose a product category. Click on the category and shop away!

Product Search by Category or Theme

**MORE IN STORE FOR YOU**  
at our NEW on-line promotional products showroom and store

If you already have a good idea of what you want, try our easy Product Search. Here, you can scroll down and choose a category (Address Books to Zipper Pulls) or a theme (America to Wrestling). You don't need to fill in BOTH fields for your search.

Narrow Search with Keywords, Price Range and Item Number

Our competitors may be green with envy, but you'll be buying green and saving some green as you navigate our easy-to-use, secure site. Sure, online shopping is convenient, but our personal touch may be necessary to ensure your logo will be properly represented and your order is EXACTLY what you need.

### Two Ways to Shop 24/7

First, go to our web site—[www.givemefive.com](http://www.givemefive.com). At the top of the home page click ECOMMERCE. Upon entering the ecommerce area, you'll have two shopping options: click the graphic to enter our store or to start your product search. With both options, if you want more information on a product featured, just click on the product photograph for item number, description, colors, packaging, and pricing. In most cases, all the information you'll need will be listed. If not, please contact us at 610-395-0900.

### Browse our Showrooms

For your shopping convenience, our showrooms are set up like a brick-and-mortar mall with products grouped into twelve popular categories: new ideas, health care, outerwear, trade show giveaways, ladies' apparel, men's apparel, eco-friendly products, eco-friendly apparel, safety, wellness, hi-tech, and American Made. All "stocked" with the latest merchandise!

A category search for "Magnets" with a theme of "Food" yields a whopping 1000+ products. To find products quickly, narrow your search. For example, a keyword search of "refrigerator magnets" results in 77 items. When entering price range numbers, the selections are narrowed down even more to 37.

Once we recommend a product to you and give you its corresponding item number, enter this number to see the product and the details. By filling in this field, you can leave the others blank.

### Pricing and Packaging Particulars

Due to price fluctuations, the prices listed may not always be current. Set-up charges and imprinting are often not included. Pricing is dependent on the product, number of imprints, number of imprint colors, and other variables. Most items are bulk packaged and shipped within seven days to two weeks of receipt of order. Call for rush service.

For assistance with searching and advanced searching information, click the "Help" button on our web site or call Rosemary Kokolus at 610-395-0900, ext. 288.

# DEFUSING CUSTOMER ANGER

How often do you experience excellent customer service? Conversely, how does it feel to be on the receiving end of poor service? Sadly, mediocre service is becoming the norm. Excellent service happens so seldom, it stands out like a few grains of pepper in the salt shaker.

## Exceed NOT Meet Expectations

In today's demanding marketplace, meeting customers' needs is not enough. In order to maintain your market share, you must EXCEED their expectations. However, despite your company's terrific customer service and excellent products/services, you may occasionally encounter an angry or unhappy customer.

According to Deb Kowal, Customer Training Solutions, "Going the extra mile for your customer separates satisfactory service from exceptional service!"

Review your company's customer service policies and procedures. They should clearly define how to handle a difficult customer situation. It could mean the difference between a saved or a lost account.

Here are a few tips Kowal offers to help you keep your precious customers:

## Listen and Let Them Vent

Of course, you can't really assess the situation without knowing all the facts. Kowal states, "Customers want someone to understand their situation FIRST before any decision is made. They want to feel like their concern is your number ONE priority." And, act like it is! Customers want to know you actually care. Therefore, treat them with dignity and respect. Let customers vent, and listen. Really listen. Avoid distractions. Even if you think you know the scenario or you heard it all before, resist finishing their statements or interrupting them. Rely on the human touch over an email response.

## Quickly Resolve the Problem

If it can't be done on the spot, let the customer know how long it will take. Kowal asserts, "They not only want their problems resolved, they want it done with a sense of URGENCY." Have the most competent person handle the situation from start to finish. Otherwise your customers could become more annoyed if they are transferred from department to department and person to person.

## Soothe with a Sensible Compensation

Whenever possible after the resolution, surprise your customer with an additional offer of a discount on future purchases, FREE shipping, etc.—whatever fits the situation and makes sense in your business. Hopefully, they'll remember how hard you worked to help them.

## Show Empathy

Use words such as "I can understand how you feel. You're right. I wouldn't like that either. I understand how that is important to you."

By drawing on your own customer service experiences, you'll be sensitive to your customers' needs and ensure their continued loyalty to your company.

## DID YOU KNOW?

We are proud to report we have clients in 43 states, as well as Canada, Israel, Mexico, Italy, and Switzerland.

In 2007, we added 88 clients. We thank you for your word-of-mouth referrals!



## The Road Best Traveled... Commemorating 35 Years of Impressions

Thirty-five years ago, many cars were BIG 8-cylinder gas guzzlers, while we were a compact organization just starting in the Levy home. Today, gas prices are through the roof, and we have grown into a high performance, environmentally-conscious company, positioned as the #1 print and promotional products distributor in the Lehigh Valley. Here are some of the mile markers we've passed along the way:

### 1970's

- Herb leaves major forms manufacturer to start company.
- Linda and Herb attend first printing convention.

### 1980's

- Product offerings increase from snap-a-parts and continuous forms to commercial printing and direct mail.

### 1990's

- Promotional products and pressure-seal forms added to mix.

### 2000+

- Wearables enhance product line.
- Billboard-like promotion offered on a "wrapped" vehicle.
- E-commerce web site launched.
- Levy daughters join sales team.
- "Buy Green" campaign in full swing.

## Meet Our Customer Service Stars

*It may be a cliché, but here it's the undeniable truth—there is no "I" in team. Our top-notch customer service team supports our sales team so we can effectively and efficiently recommend to you the ideal printing and promotional product solutions.*



**ALBERTA LAUDENSLAGER**  
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← Take Alberta. Celebrating her 30th year here, she finds what works best for you by keeping up on trends and regularly communicating with our vendors.

→ Rosemary's background in marketing, sales and customer service helps her manage our e-commerce department and streamline your buying and purchasing tasks.



**CAROL BLAINE**  
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← It may be a fast-paced industry, but for 31 years Carol has thrived on digging in and finding the right solutions to meet your job parameters.



**ROSEMARY KOKOLUS**  
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**TRACI MILLER**  
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← Over the years, Traci has built a reputation for reliability and dependability and getting the job done right.



**RAY TACKASH**  
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← Ray knows the proper ingredients to continually provide you with what you want, when you want it.



**SHAWN MCNALLY**  
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→ The newest member of our team, Shawn is excited to learn about all the new promotional products on your behalf.

## BRAIN Teasers



### Try This One!

Contrary to what you may think, paper (made from wood pulp) is NOT used to make dollar bills because they wouldn't hold up over time. What is used and why? For the answer, go to [www.givemefive.com](http://www.givemefive.com)

Source: The History Channel: Modern Marvels

*The customer service folks featured here have more than 130 combined years of industry experience. Contact one of them for all of your printing and promotional products at 610-395-0900.*