

# Pinstripe

Not your typical consultants.

704.227.1229

Pinstripe's own Dan Colby featured in recent edition of *Channelpro Magazine*



Dan Colby and Pinstripe Incorporated were featured in the cover story of *Channelpro Magazine's* October edition.

The article, "Secrets to Upselling Success", invites the concept that upselling has outgrown its negative connotation, and is instead, a way to help customers by suggesting solutions from one's expertise that clients may not have otherwise known. Remember that adage "two heads are better than one"?

Pinstripe's approach is highlighted, in that we believe you, the customer, are ultimately in charge of your business and business decisions made, but it is our wish to help you be as informed as possible to enable the right decision to be made. "...and Colby doesn't care if customer want HP-, Dell-, or IBM-branded equipment, because he will demonstrate the business case for the hardware and let the customer choose which product name they want on the box... 'Eighty percent of the time we sell something different than what the initial call was about... We ask questions competitors are not asking. Customers think they're talking about products, but they're really looking for a solution...'"

If there is a way we can help you review your current technology functions or business needs, please touch base! We welcome the opportunity to find increased functionality and efficiency in your day-to-day operations.

If you would like to read more on the subject of consultative sales, the online edition of the magazine can be found at *Channelpro's website*, and includes additional articles providing targeted business and technology insights for IT channel professionals serving small- and medium sized businesses (SMB).

## Today's Marketing Goes Virtual

### New Marketing Services!

We are no longer just a full-service IT firm! We are helping customers achieve accountable marketing by bringing our technology expertise into marketing activities! Stop throwing around your marketing dollars without seeing results; let us help you use technology to create and measure your return on investment.

## Staff Spotlight

### Marsha Bradley



You may know Marsha in one of many capacities: marketing & info, executive assistant, accounting, and the list goes on. She has rotated responsibilities over the years and has assisted in helping the business grow. Now, Marsha has expanded into the role of Director of Marketing Services, and is your go-to person for marketing initiatives. Whether augmenting your existing marketing plan or starting from scratch, she is the expert on getting the most out of your marketing initiatives.

Happy Holidays!



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Technology, Marketing and Creative Consultants | Strategy, Implementation & Support  
Custom Application & Integration | Application, Networks & Systems Support  
ERP | CRM | eCommerce | Manufacturing  
Web Design | Graphic Design | Social Media | Email Marketing.