

Dion DIGEST

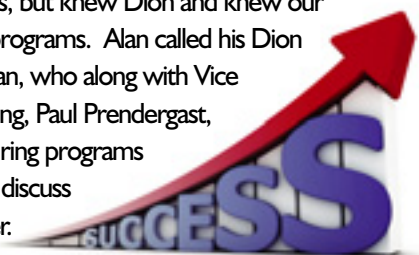
Creative Jewelry Solutions for Recognition, Promotion and Motivation

First Time Ring Sale...A Case Study

The following is an example of a new trend that we are seeing more frequently -- distributors successfully selling ring programs for the first time with E.A. Dion.

In this new, tougher economy, more and more distributors are breaking into new areas to maintain their businesses. These distributors are finding out that selling award ring programs is really quite simple – and profitable! By working closely with Dion, distributors can show their customers “jewelry expertise” and can move a project forward much more quickly than if they tried to go it alone.

Our most recent example of a distributor successfully selling rings for the first time is Alan Dean of Harvey-Daco. Alan had been providing promotional items for a particular customer for a number of years when this customer showed interest in award rings. Alan was not very comfortable talking about rings, but knew Dion and knew our level of experience with ring programs. Alan called his Dion Account Manager, Linda Sullivan, who along with Vice President of Sales and Marketing, Paul Prendergast, coached Alan on the basics of ring programs and offered to go with him to discuss the program with the customer.



After making his first presentation of ring designs created by Dion, Alan asked Dion to join him on a conference call to go over details of the program, administration, timing, etc. By allowing Dion to join in this discussion directly, the customer felt comfortable that their ring program would be handled professionally. Dion was able to provide the customer guidance in setting up this program – which was new to the company. Dion also provided insights into why they might want to use particular materials and walked everyone through the administration of the program, which Dion would handle so that the distributor and customer could focus on their own businesses!! Due to this close working relationship, Alan secured the business and went from doing just a couple thousand dollars a year in business with Dion to cashing in on a ring program in the tens of thousands that will repeat year after year.

We have seen this success story again and again with our
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Dion Designs



www.eadion.com – Streamlined With Even More Distributor Resources

Responding to the needs of its distributors, Dion has redesigned and added a number of new functionalities to its website. Since its initial design and the creation of our “virtual sample set” database, we have added a number of informational pages, on-demand webinars and a “Distributor Only” section.

With this latest redesign, we have once again jumped ahead technologically so our site is easier to navigate and provides greater distributor resources. This is achieved while remaining end-user friendly on the non-distributor sections of the site so you can feel comfortable sending your clients there to peruse product images, artwork, etc.

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Some of these new features include:

Streamlined Navigation

Our new site simplifies your website search in so many ways:

- Informational web pages are laid out by both product type (rings/pins/accessories/packaging) and by product application (length of service, safety, career path, etc.). Now you can drill down quickly to find the information you need without the frustrating page by page hunt. You can also quickly jump to product/artwork images that are presorted to fit your chosen product type of application right from the information page.
- Database product and artwork images are now searchable by either product type or product application. You and your customers can view hundreds of images to narrow down a style

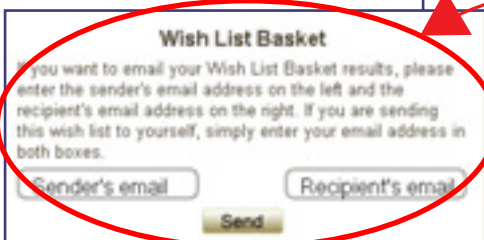


quickly move on to getting their favorite design into production.



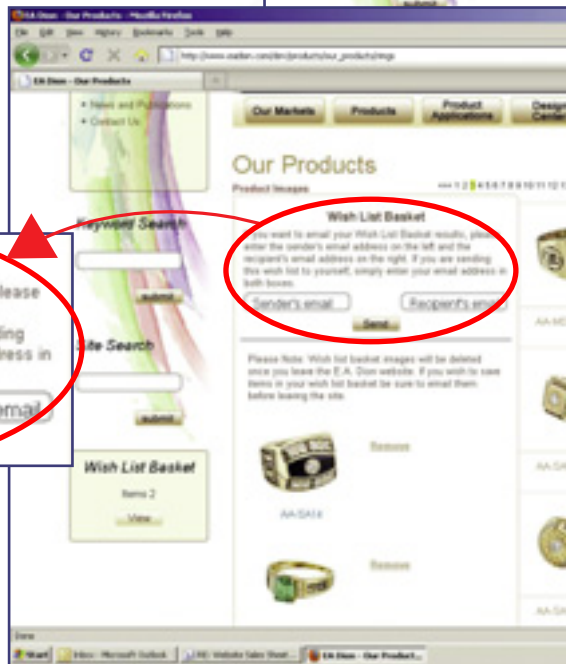
Distributor Art Locker

Many of our distributors have asked if they could have a



or get ideas and focus in on your specific items much more effectively.

- Our aim in streamlining the navigation is to minimize the number of “clicks” to your ultimate destination. We have accomplished this, so now no page is more than three clicks away!



place to access all of their art. Now you do! With our new Distributor Art Locker feature, you can log into the Distributor section and open up your own personal database of artwork created for you by Dion. Going forward, we will add all artwork created for you to this folder. You can then download it for presentations, quickly send your customer another copy, etc. This personal locker is a protected folder accessible only by you, so your art is safe and accessible ONLY to those

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Wish List Basket

Wish you could put together a quick grouping of jewelry images for a customer presentation or to send as recommendations? Now it is easier than ever! Look through our database of hundreds of high quality product images and concept artwork and pop those you like into your “wish list basket.” Then simply email it to yourself or your customer.

You can also send your customer directly to our website to narrow down just what they are looking for. The customer can then email their “wish list” to you, taking the guesswork out of style of ring, pin or accessory they want, and you can



Put Some Sparkle Into Your Sales Plan - Cross the Hall!

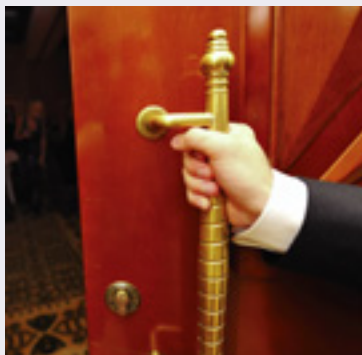
Paul Prendergast, VP Sales and Marketing

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The lead article in this edition of our newsletter, which highlights Alan Dean of Harvey-Daco, reminds me of a position that every sales person finds themselves in...finding a way to further penetrate the business of a current client.

We all have our comfort zones; like in the theme song from the TV show *Cheers*, "Where everybody knows your name."

It is a great accomplishment to reach "Comfort Zone" level with your clients. Everybody in the Marketing, Communications, PR and Sales Promotion Department knows you, and they know that you are the "go to" person for creative ideas.



These days, even though they know you and like you, they probably have fewer budget dollars than in recent history. So, maybe it's time to leave the zone, and embark on a journey that you've never had the courage to take... the long walk across the hall. It might be into the Human Resources Department, or per-

haps to introduce yourself to the head of the Sales Department.

Remember, these departments have budgets too. They might be lower than in past years, but if they are not spending it with you, it's found budget!

Sure, HR has a "Years of Service Award Program," and that might be the ultimate prize, but every year they spend on other new initiatives: recruiting, retention, training, corporate anniversary, quality, and on and on. They are looking for creative ways to make things happen and that's what you do, right?

And the Sales Department, now more than ever, is trying to get the maximum performance from their sales force. They are ALWAYS interested in hearing what works for other organizations, and what might also save them some money.

Get yourself ready for the journey, and boost your confidence by visiting our website and reviewing our webinars. Get a tune up on "Sales Recognition", "How to Build Sales Award Ring Programs", "Service Award Programs", or "How to Discuss ROI". These are all available for on-demand viewing.

And make sure that you can talk the talk. Check out the websites of organizations like SHRM (Society for Human Resource Management) and RPI (Recognition Professionals International). Be up to speed on the latest hot topic. Referencing any one of these shows that you are in the loop.

In addition to carrying our catalog, download some creative ideas from other companies in your client's industry from our image collection to bring with you, or do some spec artwork.

We receive calls every day from those of you preparing to make the daring journey. Remember, we've been around for 42 years, so we've seen a lot of challenges and have probably worked on projects similar to those with which you will be presented.

We can share our experience and advice with you, before and after the call. When a distributor tells me that they don't know much about making jewelry, I ask them how many iPods have been sold without knowing how to make one.

We'll help you come up with creative solutions. Solutions that nobody else will submit. Solutions that have great margins. Solutions that will establish you as a creative resource. So, grow your business, expand your horizons, and your comfort zone. Cheers!

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to whom you give your personal login and password. Distributor companies can choose to have a single locker for all company reps or separate lockers for each sales rep. So, sign up now to start getting this great feature!

New Highlighted Product Applications

Some new product applications that we have added to the revamped website include, among others: Badge Holders and Trip Commemoratives. These oftentimes overlooked product opportunities offer distributors new sales vehicles and yet another reason to talk with your clients. For more information on these, and other, jewelry solutions, please visit our new website and click on Product Applications.



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newer promotional markets distributors. Be assured that Dion will be with you every step of the way. With our more than 40 years of experience in the jewelry industry you can feel comfortable making the sale with Dion behind you. Speak with your Dion account manager today about how you too can get in on the action!

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Dion Receives SAGE A+ Rating



Distributors using SAGE Online, one of the leading product research tools in the promotional industry, have awarded Dion an A+... SAGE's highest rating!

Dion continually strives to produce the highest quality product for its distributors, in the fastest time and at an affordable cost. We are honored that our distributor partners recognize our efforts.



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