

[<Back](#)[Print](#)

Volume 06-08-01

Q'S News- Customer Edition Getting Down to Business

Greetings!

June is a great time to get down to business and consider re-evaluating your goals and how to get there.

"Just as 'location,location,location' defines value in real estate, in business today it's connectivity that equals competitiveness."

Mary J Cronin

One-Stop Solution

We Multi-Task, So You Do Not Have To .



Today, many cringe at the cliché because it is synonymous with having less resources and doing two or three jobs in the same time.

Questor clients want to be able to make one phone call and have the financing of their critical business equipment taken care of:

- 1) They need full reporting of their leases for accounting.
- 2) They need someone to watch over their leases, the end of term options, and to take care of any customer service issues (i.e. bank account changes etc.) that come up.
- 3) They want one-stop solutions overseeing mortgages, car leases/loans, and other structured finance requirements.

Quite simply, we do it all, so that you do not have to.

The Questor Finance Team is like having an extra pair of hands in your office.

Motivating Rewards

Plasticization of the Nation

The on-going debate in marketing is whether a gift card or merchandise reward is the most powerful motivator, i.e. *which one is most meaningful to the recipient?*

The advantage of a gift card is that the card earner can get **exactly what they want when they want it.** The card can be personalized to reinforce your marketing brand, yet puts the decision power into the hands of the recipient.



Opponents see it as "plasticization of the nation" and argue a gift card is impersonal and lacks the "wow" factor of a carefully planned gift. The feeling is the creativity of promotional items says something about you and your attention to detail.

What is right for your business will hinge upon who is your recipient (i.e. staff or customers) and what are your motivational goals.

In the end, sales is about motivation and used properly, reward and promotion can be a powerful sales tool.

Tech Tips

Handy Sites and Solutions



Try this [page](#) for some favourite quick links.

Also, if posting your email address on the web drives exorbitant spam, consider posting your address as *info (at) yourcompany.com*. The automatic spam generators cannot get past that and your customers can!

Some Breathing Room

Air Quality Assurance

We spend an average of 90% of our time inside; and the air indoors contains many substances that may be hazardous to our health.

These pollutants range from minor irritants such as dust and animal dander, to major concerns like molds and chemical vapors that may come from building materials and furnishings.

Consider an Air Quality Monitor to establish on-going peace of mind, and a little breathing room in your home or workplace.

Canary Air Quality Monitors are available from [Airtech Innovations](#).

Some Fun with Words

The Washington Post's Style Invitational also asked readers to take any word from the dictionary, alter it by adding, subtracting, or changing one letter, and supply a new definition.



Here are 3 of our favourites:

1. **Bozone** (n.): The substance surrounding stupid people that stops bright ideas from penetrating. The bozone layer, unfortunately, shows little sign of breaking down in the near future.
2. **Sarchasm** (n): The gulf between the author of sarcastic wit and the person who doesn't get it.
3. **Inoculatte** (v): To take coffee intravenously when you are running late.

Questor in the Community

Way to Go
Girls!



Erin Mills Soccer League G93C
Team

Thank you for your interest in this edition of Q's News. We welcome your feedback. Please contact the Q's News Team if you have comments, suggestions or topics you may want us to explore to help your business. Enjoy the first month of summer.

Ezio Traunero

email: traunero@questorfinancial.com

phone: 905 695 0955 x 24

web: <http://www.questorfinancial.com>

Join our mailing list!

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to dsilas@questorfinancial.com by traunero@questorfinancial.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Questor Financial Corp | 2180 Steeles Ave West Ste 222 | Concord | Ontario | L4K2Z5 | Canada