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Volume 09-08-01

## Q'S News In the News...

**Dear Debra,**

We have been busy in professional circles and this month we share some fantastic recent news pieces about Questor Financial Corp.

The articles highlight some public response to our Vendor Leasing Programs and Rewards.

## Trailblazing with our Vendor Rewards Program

**Vendor Rewards Program**

### AEIS Success Story

Questor recently caught the attention of American Express Incentive Services (AEIS) in an interview about our Vendor Rewards Program.

In particular, **AEIS** noted that the **Rewards Program was unique among our industry peers**, and it reinforced our corporate objective of complementing marketing, professional branding, and technology.

We are proud to share the link below with the Program successes.

The real reward, according to Questor's own Michelle Tobin, is when you **deliver a Questor Vendor Rewards card to a new sales rep and see their eyes light up with possibilities.**



[Read AEIS Story about Questor Financial Corp](#)

## Making News With Vendor Partnerships

**Press Release**

### Business Support Is Our Business!



Vendor Rewards Programs are an excellent tool for building long term relationships, but ultimately business partners must share mutual benefit and feel the relationship is solid for real business support.

Crossover Distribution was looking for exactly that, **support**-- a partner that supports their business objectives and has the resources to stand behind

their commitments.

Questor has a partner in Crossover with the same corporate culture and objectives for sustainable growth with long term relationships.

[Visit eNews Daily for the Crossover/Questor Press Release](#)

## Q Link Revolutionizes Vendor Web Sites

Quotes up 30%

### CSC Takes Sales to the Next Level

**Computer Systems Centre** has a solid reputation as one of Toronto's first retail computer stores, at College & Spadina since 1980.

**Computer Systems Centre**

**While the business rests on tradition, they never miss an opportunity to embrace new technology to add value for their clients.**

Like many top Questor Vendors, **Q Link** was launched directly on their homepage just over a month ago, and since that time CSC has enjoyed a **30% increase in customer leasing quotes.**

Of course it goes without saying, more leasing quotes equals more sales of higher dollars with less aging receivables, so quite simply every department at CSC reaps the benefits.

Next steps for the CSC team is to add the **Q Link** as a button to their email signatures and give their clients the value of **Instant Lease Quotes** effortlessly!

Watch for more details in the next edition of **Q's News** about these fantastic new quoting tools.

[See Instant Lease Solutions at CSC](#)

## Making Your Business Newsworthy

Source:  
<http://www.go.funpic.hu>

### Adapt to Opportunities!



On a lighter note- sometimes what you sell may need to be adjusted slightly to make it more timely and relevant.

These shoes were all the rage with the soggy wet weather we had all July and August.

Thank you for your interest in this edition of Q's News. We always 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. If you have inquiries about any of the Questor Programs or Services discussed in this edition, please do not hesitate to contact me directly .

On behalf of the whole Team at Questor, we thank you for your continued support.

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