

# Here's just a few of the comments we have received in response *Dealer Support* and *USP Magazine*....



*USP Magazine* with its dedicated sales focus and *Dealer Support's* strategic, management-level content are really effective. The combination of magazines creates the complete solution – a powerful marketing platform for any supplier. Targeted, quality content is what gets people's attention in today's fast-paced market. *USP* and *Dealer Support* offer just that!

**Jane Hinton**

***Head of Public Relations, Panasonic***

*USP Magazine* is the only one in our industry to focus exclusively on the art of selling along with current sales opportunities. I encourage my sales team to keep up with industry events, news, new products and promotions and *USP* is the best way to do it. It's a fantastic resource.

**Ian Harper**  
***Managing Director, Harper Office***



*Dealer Support* and *USP* magazines stand out from the crowd because they actively promote bespoke marketing ideas and have many inclusions in their magazines that really break the mould of traditional trade publishing.

**Jude Fanner**

***Marketing Manager, M-real***

We had a number of calls from interested dealers following the article that featured Office Planet, and are still getting calls several months after publication. It is clearly a magazine that dealers read and keep, rather than bin.

**Phil Lawson**

***MArketng Director, Oyezstraker Group, Statplus and Office Planet***





I read *Dealer Support* because the interviews and articles it publishes offer insights into the latest trends and systems in our industry. The statistics it contains enable us to benchmark our performance against industry peers.

**Arthur Hindmarch**

**Managing Director, Commercial Group**



I simply couldn't put down your latest issue. Article after article of well written, interesting news (not padding to make the magazine fatter). Truly fascinating stuff!

**Elliot Jacobs**

**Managing Director, UOE**



*Dealer Support* is the most beneficial trade journal to Whitegrove, and the easiest to read. It is a magazine that can be read by a lot of people in the business and relates specifically to the UK business supplies market.

**Ben Richards**

**Chief Executive, Whitegrove Group**



In today's fast-moving market, it is vital that you are able to communicate with customer-facing individuals within the reseller community, to get sales moving – and keep them moving. *USP* has been designed to do just that!

**Wendy Vickery**

**Marketing Manager, Pentel**

Incisive, topical and at the heart of today's market place – it keeps me up to speed on what has happened and what is going to happen – I would not be without *Dealer Support*.

**Andrew Turnbull**

**Director, W Hart & Son Ltd**