



# FX

## Foreign Exchange Service



**GIVES YOU  
A TELEPHONE  
BRANCH OFFICE  
IN A DISTANT CITY**



**FOREIGN EXCHANGE SERVICE  
PUTS YOU IN  
THE SAME CITY  
WITH YOUR CUSTOMERS**

**HERE'S HOW IT WORKS**

- Your company's number is listed in the distant city's telephone directories, just as if you had an office in that town.
- Calls to and from your home office are made as local calls.
- Customers and prospects call the local number and are directly connected to your home office, even though they are miles away.
- Permits unlimited calling between your office and the distant city.
- You pay a fixed monthly charge for service between your home office and the distant city.
- Listings in White and Yellow Page directories in the distant city are included at no additional cost.



**FOREIGN EXCHANGE SERVICE  
GIVES YOUR BUSINESS  
THESE ADVANTAGES**

**A BRANCH OFFICE WITH NO  
OFFICE OVERHEAD**

- On-the-spot representation in any distant area.
  - lets you open a "branch office" in distant areas previously considered too small or unprofitable
  - no personnel or office facilities needed

**EXPANDED MARKET COVERAGE**

- Access to your main office from distant areas is quick and convenient and will help to—
  - attract more customers over a larger area
  - expand selling opportunities
  - stimulate replacement orders
  - get new customers
  - upgrade telephone orders
  - encourage customer action upon receipt of promotional material
  - avoid out-of-stock situations

**ECONOMY AND  
INCREASED EFFICIENCY**

- Unlimited calling to and from distant cities, at a fixed cost, will help to—
  - improve competitive position in distant areas
  - back up salesmen and advertising
  - improve service and delivery
  - keep present customers
  - encourage service calls
  - improve customer relations
  - encourage customer inquiries
  - adjust credit situations
  - correct customer orders
  - lower sales costs and increase profits
- An economical communication link with your business operations will aid in—
  - coordinating business functions in distant areas
  - reducing total internal communications' costs

