

G A Z E T T E BUSINESS NEWS

Mr. Sample A. Sample WINS BUSINESS RACE

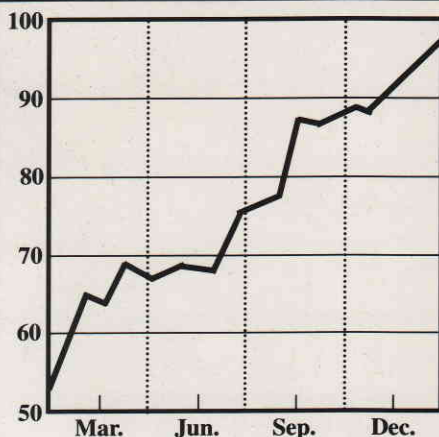
Credits BusinessLink™ For Success

The company was in an enviable position. Business was growing and client demand was at an all-time high. As a result, employees were doing more business on the run — and communicating with them was getting harder. Increasingly, missed calls were costing the company business, and management knew it had to make a change. What they needed was a way to make key employees more accessible without running up costs.

The company found its solution in BusinessLink* — the latest wireless communications technology offered through Sprint Cellular.

The challenge was simple: improve customer service by making key employees more accessible. And with BusinessLink, the company was off to a running start.

BusinessLink is a wireless extension of the current phone system *inside* a building. A cellular phone *outside*. So it



**Profitability leaps forward
with BusinessLink and
Mr. Sample A. Sample**

keeps key employees in constant touch anywhere in the building, thanks to a fully integrated wireless handset.

Even away from the workplace, the company made sure its people led the pack. That's because the BusinessLink handset is a cellular phone outside the workplace, giving employees quick access to the local cellular network.

Better yet, the company succeeded in running rings around its competitors without running down its budget. BusinessLink is an affordable add-on that allows the company to keep most of the features of its current phone system, like voice mail, call forwarding, conference calling and more.

Thanks to BusinessLink, the company gained a crucial edge in keeping employees responsive and saving valuable time. As competition in all fields increases, the wireless technology of BusinessLink should become an increasingly important advantage.

Free Gift Reserved For Mr. Sample A. Sample

BusinessLink has made other companies winners in the all-important race to keep customers. And now, Sprint Cellular wants to show you how BusinessLink can help your company gain profits.

All you need to do is call 1-800-357-1975 to request an on-site BusinessLink

demonstration. And to thank you for your time, you'll receive the Pencorder™** FREE — the ingenious writing pen that also records and plays your spoken memos while you're doing business on the run.

For more information, turn the page.

Find out *how*
BusinessLink can
sharpen your competitive
advantage –
and get a **FREE**
Pencorder

Business is moving faster than ever before. Your people are more **mobile**. Which means they're harder to reach. Unless you have BusinessLink.

With this new wireless communications tool, you can make sure that your customers **reach a person, not a location**, with every call. So productivity and customer satisfaction are both increased.

See for yourself! Call for an on-site BusinessLink demonstration. And get a **FREE Pencorder** just for finding out more!

Call
1-800-357-1957
today!

Introducing BusinessLink™ *from* Sprint Cellular*

... *for* **business** on the **run!**

BusinessLink makes it easy for your employees to make and receive calls, wherever they are. Even when they're at the warehouse, the cafeteria, or another department, your employees are still available . . . thanks to the BusinessLink wireless handset.



**Your people stay
in touch —
away from the
desk or outside
the workplace!**

On the road, the same portable handset automatically switches to a cellular phone — which lets your employees access cellular service wherever it exists.



Win *today's* business race *with the* **latest** in Wireless Technology

To keep your business on the fast track today, you need more than run-of-the-mill solutions.

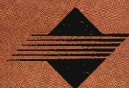
You need BusinessLink — the communications tool that's a wireless extension to your existing office phones *and* a cellular phone outside.

BusinessLink can help you race past your competition by:

- **Improving customer service** and virtually eliminating "phone tag," making your employees more accessible.
- **Improving your company's bottom line,** saving valuable employee time.

For more information, or a free on-site product demonstration of how the wireless technology of BusinessLink can actually pay for itself through greater employee availability, call:

1-800-357-1975.



Sprint Cellular

BusinessLink

*BusinessLink is a trademark of Panasonic Communications and Systems Company, a division of Matsushita Electric Corporation of America. Sprint Cellular is an authorized reseller of BusinessLink.

Pencorder

**Awarded To
Mr. Sample A. Sample**

**Simply for calling 1-800-357-1975
and attending a
FREE BusinessLink demonstration****

Now your thoughts — from appointment reminders to great ideas — can be captured right in your pen!

The Pencorder holds up to 20 seconds of spoken memos.

And since most sentences are only 2.5 seconds long, there's room for lots of information.

The heart of the Pencorder is a tiny memory chip. It works without tape or moving parts for true reliability. And it plays back and erases easily — at a touch.

The Pencorder and its spare cartridge are yours — **free** — just for letting us demonstrate how BusinessLink gives you the competitive edge.

**To receive the Pencorder 20, the BusinessLink demonstration must be attended by a representative qualified to decide on the company's communications purchases. Pencorder 20 is a registered trademark of Machina, Inc.





Sprint Cellular

P.O. Box 309
Northbrook, IL 60065

One **toll-free** call puts you on the *fast track* —
and gets you a FREE GIFT!

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Mr. Sample A. Sample
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Anytown, US 98765-4321

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Minneapolis, MN