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VISION:

Wringing every bit of value and efficiency from their business is a daily concern for small business owners, but there are a multitude of reward programs out there that they can benefit to bring greater value to their business. Financial institutions, associations, hotels, couriers, and business supplies represent just some of the industries that have built reward programs to win over small business customers. By simply changing how and where they transact business, owners improve their bottom line. This Globe and Mail editorial report will profile what programs are being offered, how business owners can maximize their benefits, and what they need to be mindful of in order to secure a net benefit from reward programs.

SMALL BUSINESS REWARDS



2010 | EDITORIAL REPORT

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THE GLOBE AND MAIL

TENTATIVE TOPICS:

- Strength in numbers: Your industry association may offer more than you realize.
- The value is in the asking: Many industries offer unofficial discounts to business owners.
- Using your credit card to rack up travel and merchandising rewards.
- Hotels and chains that cater to the business class have their own reward programs.
- Upgrading your card to take advantage of new programs.
- Consolidate your business – dealing with one supplier brings greater leverage, but can also allow you to accumulate points faster.

RESEARCH: GLOBE AND MAIL READERS

- On average, spend 783/mth on their credit cards, 44% more than the average Canadian.
- Are 15% more likely to have a credit card.
- Are 42% more likely to consider themselves entrepreneurs.

Source: PMB 2010 Spring 2-Year Readership and Product Database

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