

SOURCING NICE THINGS. PROPS THAT HELP SELL

Section D[®]
the hidden persuaders

Our Helpful Guides
to Selling More
Pamphlet No. 02

Sourcing
Nice Things

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Sourcing
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04/ Can you make me that?

Probably (we know a man who can). Think of us as another resource. We work with manufacturers specializing in metal, wood and plastic, along with printers and finishers. Together it enables us to alter, recycle, recreate and duplicate whatever you need, no matter how small.



Gypsy Caravan
Festival/Boho-Chic Photo Shoot



Cinema Seats
Customer seating

For whom have we sourced these things?

Deliveries include Orange, Selfridges, Marks & Spencer, New Look, TopShop, French Connection and Bally.

01. **Art Direction.** Look better, sell more
02. **Sourcing Nice Things.** Props that help sell
03. **Window Displays.** Increasing attention, increasing sales
04. **Shoes.** Sell more pairs
05. **Cosmetics.** Make-overs and displays that sell
06. **Food.** Selling more, fast
07. **Packaging: Mainsream.** Selling more through inventive seduction
08. **Packaging: Facing Facts.** Sustainable packaging to sustain sales
09. **Print.** We'll manage it
10. **Brochures.** Information, seduction, and selling
11. **Store Concepts.** Three dimensional selling machines
12. **Pimp My Department.** Enhancements and overlays refresh sales
13. **Brand Identify Crisis.** No logo, no sales
14. **Copywriting.** Talking up sales
15. **Your Best Critic.** Store critiques, brand MO's
16. **Information Graphics.** Clear navigation leads to more sales
17. **Adverts.** Stop us and buy one
17. **POS.** Stop and Sell

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We are Section D.

Section D is a creative agency.

We'd like to help you sell more in four ways:

01/ Find strange and wonderful VM props

For window displays, in-store VM, exhibitions, photo shoots and press shows.



Russian Military Hat
Fashion shoot

02/ We know you haven't got the time to find the really good stuff

ebay, auctions, car boot sales, salvage houses and a growing list of tried and tested obscure suppliers; these are our natural hunting grounds.



Vaulting Horse
Magazine shoot

03/ Previously sourced by Section D

We've tracked down airline seats, Russian books, vintage Herbert Terry anglepoise lamps, a sea of old chairs painted white, sweet jars, badges, towels and sports bottles (badging the Orange logo), hundreds of old repainted and distressed picture frames, wooden crates, a 1968 Citroen DS, piles of Kirsch 1960s and 70s 'dayroom' furniture, classic Earnes and Aero Sarrinen chairs, giant candelabra, an early 1900s Gypsy Wagon, a sea of dressed Action Men and Sindy dolls, a fully



Rosette
Best in Show, M&S food Campaign



Telephone
Shoe advertising prop



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