



**Bell System**

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## **FX—Foreign Exchange Service**

It's like having a branch office in a distant city

There's a certain city that's loaded with potential. Your company wants to do business there. But it's a long way from headquarters, and because of the risk involved, you may not be able to justify the overhead of a branch office. Yet, your research tells you that doing business there could be profitable. But how?

Foreign Exchange Service. It gives you a telephone branch office in a distant city and puts you in touch with a whole new market place. You're in the same city with your customers. You get on-the-spot representation in the area without adding personnel or the expense of office facilities.

Here's how this two-way service works. Your company has a local telephone number listed in the distant city's telephone directory, just as if you had an office in that town. This gives your company a reassuring local identity.

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.

Foreign Exchange Service is provided on a two way basis and is especially practical where there is a heavy volume of telephone calls because it permits unlimited calling between your office and the distant city.

You simply pay a fixed monthly charge for service between your home office and the distant city.

Your company's listings in White and Yellow Page directories in the distant city are included at no additional cost.

In today's highly competitive market place, FX-Foreign Exchange Service gives your business the opportunity to expand with relative ease and minimum expense. Entire new markets will open up to you.

Because your prospects and customers have free and easy access to your main office, it will be easier to attract new customers. To expand selling opportunities. To stimulate replacement orders. To get customers to act when they receive promotional material. To avoid out-of-stock situations.

FX-Foreign Exchange Service, which really means unlimited customer calling from distant cities, will help to improve your competitive position in distant areas. It will act as a back-up for salesmen and advertising. Keep present customers happy. Improve service and delivery and encourage service calls. Adjust credit situations and correct customer orders.

All of which should result in lower sales costs and increase profits for your company.

FX-Foreign Exchange Service.

It's like having a branch office in a distant city. Without the expensive overhead.

## Another service idea from the Bell System

