



The Channel Letter Sign Sales Handbook

Bill Reicherter

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This book introduces the reader to the complex, but potentially lucrative channel letter sign market. It will acquaint you with the basic knowledge of channel letter signs, so that you can sell them, even if your company is not equipped to construct or install them. It tells how to choose and work with reputable vendors, and how to order channel letters from them. *The Channel Letter Sign Sales Handbook* also starts you on the process to apply for permits, and includes a glossary of channel letter terms and a channel letter product resource guide.

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