



Top 10 Insider Success Secrets

*What Every New Distributor Must Know to
Grow a Highly Profitable
Promotional Products Business!*

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from **Great** to
Extraordinary

PPAI EXPO
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Agenda

- The value of promotional products
- How to choose your best prospects
- Top industries and buyer titles
- How to manage supplier relationships
- Art requirements
- How to avoid mistakes
- Following up



1 Understand the Value of Promo Products

- Beats TV, Radio and Newspaper for CPI (costs per impression)
- Not an interruption
- Only marketing medium people say thank you
- Law of reciprocity. Give and you shall receive
- Don't focus on product, **focus on results the product can achieve for your client!**



2 Start with a Simple Plan

- Plan + Effective Action= SUCCESS!
- How do you want to grow your business?
- Where are your sales now?
- Where do you want your sales to be six months from now and one year from now?
- What get's measured get's done!



3 Choose Your Top Prospects

- Where do you have past experience?
- Who would you most enjoy working with?
- Who needs help promoting their business or events?
- Who are the top buyers of promotional items by industry and title?
- **Create an idea client profile.**
- Who don't you want?



Know Who to Call On Look for Multiple Opportunities

- Anyone in marketing
- Sales manager
- Trade show manager
- New product development
- Meeting planner
- Human resource manager
- Communications manager
- Investor relations
- Training



4 Qualify Quickly

- Do they have...
- Trade shows coming up?
- Product launches?
- Employee incentives?
- Ongoing need to promote?
- Are they the ultimate decision maker?
- **Do they value your time and input, or are they just looking for the lowest price?**



5 Know the Top Markets

- Most businesses use promotional products. Currently these are the top markets.
 - **Education**
 - **Healthcare**
 - **Financial**
 - Not for Profit
 - Construction
 - Government
 - Trade Associations and Civic Clubs
 - Real Estate
 - Automotive
 - Professionals: Doctors, Lawyers, CPA firms



6 Ask The Right Questions

- **What is the purpose of the promotion?**
- Who will be receiving it?
- When will you need it?
- What is your budget for the promotion?
- Is this a bid situation?
- Can you share with me your decision making process for promotional products orders?

A product for every promotion...



7 Be Choosy About Suppliers



8 Understand Art Requirements



- Suppliers will list art requirements on their website or in their catalog. If you're unsure check with them first.
- Vector art is the most preferred art.
- Always get a proof on all new orders for client to sign off on, either a digital proof or a spec sample.

9 Review Charges



- Over-run and under-run charges
- Set up and screen charges
- Have a signed purchase order and agreement on all charges before charges before you send the order to the supplier
- Have agreement on ship date (with supplier) and delivery date (with client)
- Have return policy on order

10 Your Fortune's in the Follow Up



To Sum Up

- Know the real value of promotional products
- First, understand your client's industry and needs
- Ask the right questions
- Work with quality suppliers
- Know order requirements
- Follow up in a variety of ways
- ***BE PROUD OF WHAT YOU DO. YOU ARE HELPING OUR ECONOMY GROW!***



Thank You

From Rosalie Marcus



- Rosalie Marcus, The Promo Biz Coach, is a promotional products business expert, coach and speaker. *Combining her skills and years experience she helps promotional products sales professionals sell more at higher profit margins to their most wanted clients!*
 - *Get a FREE Special Report: 10 Proven Ways to Thrive in Promotional Products Sales at*
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