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Professional Development January 11-12

Exhibits Open January 13-15

10 Proven Ways To Build A Thriving Promotional Products Business In Any Economy

Rosalie Marcus
Lasting Impressions

MAS - 1.5 pts
Tuesday, January 12
8 - 9:30 am



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10 Proven Ways To Thrive in Promotional Products Sales In Any Economy

Presented By
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#1 Identify Your Best Prospects



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Ask Yourself:

- Who are the top buyers?
- Who has the budget?
- Who has purchased in the past?
- Who can give you ongoing business and referrals?
- Who is located near you?
- Who has the authority to order?
- Who has a triggering event?
- Who values your time and input?

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#2 Focus on Existing Relationships



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Stay Connected

- Announcement to friends, relatives
- Providing an article of interest
- Hosting a customer appreciation day. (Treat your better customers better)
- Sending tips newsletter
- Monthly phone calls
- Lunches, outings, etc
- Joining organizations in your target market

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#3 Develop Niche Market Expertise



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Choose Your Niche By:

- The problems you solve
- The industries you target
- Products you most enjoy selling
- Programs you most enjoy marketing
- Demographics you target
- The industries that are growing

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#4 Keep the Cash Flowing



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Stay Financially Healthy

- Focus on the most profitable clients: 80/20 rule
- Know which products generate the highest revenue
- Ask for deposits or pre-payments
- Set up a merchant account
- Give a 1% discount for early payment
- Limit suppliers for better pricing

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#5 Less is More (When Choosing Suppliers)



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How to Choose Suppliers

- What is their reputation?
- How responsive are they? How quickly do they return your calls?
- Can the customer service people answer your questions easily?
- Do they offer quality and event day guarantees? Do they provide case histories?
- Do they have a web site with ideas for selling their products?

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#6 Reach Out to Alliance Partners



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Who Would Be A Good Alliance Partner?

- People in the same target market that are not direct competitors
- Other sales professionals
- Colleagues
- CPA or other people who come in contact with business people

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#7 Your Fortune Is In The Follow Up



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Follow Up in Different Ways

- Follow up fast with...
- Phone calls
- Marketing tips
- Newsletter with valuable information
- Meetings
- Breakfast, lunch etc.
- Spec samples

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#8 Build a Referral Engine



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How to Get Referrals

- Current customers
- Influential people in your community
- Ask at the right time
- Acknowledge all referrals
- Gift for referral program

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#9 Keep on Marketing



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Ways to Market

- Do Something Everyday!
 - In Person Meetings
 - Email, snail mail newsletter
 - Direct mail
 - Joint promotion
 - Self promotion, spec samples
 - Catalogs, Web Site
 - Speaking
 - Video, Audio,
 - Social Networks, Blogs, Etc.

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#10 Manage Your Mindset



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Stay Positive By:

- Keeping a success journal
- Reading motivating books
- Surrounding yourself with positive people
- Focus on what you want, not what you don't want
- Working with industry programs and coaches

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About Rosalie Marcus



- *Rosalie Marcus, The Promo Biz Coach, provides the tools, tips, strategies and the support you need to grow your promotional products business quickly and easily.*
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