



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

Promotional Programs-Part 1

Mary Ellen Pahlka-Nichols, MAS

Bodek and Rhodes

PRO Part 1 - 1.5 pts

Monday, January 11

4:30 - 6 pm



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Promotional Programs

Part I and II

Mary Ellen Pahlka-Nichols, MAS

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So what are we going to learn?

- What are the different types of selling promotional products
- Why selling a program is best
- Elements of a good program
- The questions you should ask to help you design a winning one
- Value added services you could offer
- How you can introduce yourself as the ultimate program seller
- Resources you can use to continually sharpen your skills, including how to get free money for clients to fund their programs
- Tips on making a great presentation
- Practice
- Tips in Tough Times

What are the different types of selling?

Product selling

Price selling

Program selling – why it is best

Elements of a good program

1. DO YOUR HOMEWORK – ASKING GREAT QUESTIONS
2. DETERMINE THE CLIENT’S TRUE TARGET AUDIENCE
3. THEN DETERMINE THE MESSAGE, DEVELOP THE CONCEPT

EXERCISE: SYMBOLIZE THIS!

At your tables, you have two minutes to come up with a product that symbolizes

- “Outstanding customer service”
- A hip, new image --- appealing to Generation Y

Think about two things...

- a. What is the image – the symbol – you need to convey? 1 minute there
- b. What products truly convey that image? 1 minute there

Once you know the message and the goal, you can then decide what products to use. But remember...

- Consider an imprint the “_____” of your promotional program...what everyone is going to notice.
- The size of the imprint area _____ artwork. Do you need a big area to convey your message? This determines product selection too.
- Type of _____ may be dictated here as well. Screen printing v. embroidery v. rhinestones on certain budgets, for example. The market also determines your type of imprint.

4. DECIDE HOW MANY PRODUCTS TO OFFER, HOW THE PROGRAM WILL BE DISTRIBUTED & OTHER SERVICES/COLLATERAL NEEDED

Item Number

- Distribution - should never be an afterthought. How will the message be delivered to the audience?
 - o Timetable

- Value added services you could offer

What other type of services does the client need to complete their program?

- Printing, POP, direct mail, graphic design, press releases, brochure prep, newsletter writing, fulfillment, meeting planning, website creation, email design – the promotion agency concept
- Why offer these?
- Do you need to provide all those services YOURSELF? NO!

Custom products

5. CREATE A WRITTEN PROGRAM AGREEMENT

- o Responding to RFP's:

How you can introduce yourself as the ultimate program seller

WIIFM –

What problems can you help solve?

Anatomy of a creative personal elevator speech that shows you are the doctor...

- Engagement – make it meaningful to the person but also memorable – use your creativity
- Ask questions – prepare more questions in advance based on their responses -- listen 80%
- Build relationship/trust
 - o That's an interesting challenge
 - o Maybe I can help, maybe not
 - o Why don't we set up a time...
 - o If I can help, I'll tell you. If not, I'll tell you that too or recommend someone else
 - o Or be a source for referrals

What does this do?

EXERCISE

- You have 60 seconds -- what questions will you ask?
- What makes you memorable?
- What's your elevator speech?

Follow-up is crucial – the more PERSONAL and creative you can be, the better remembered you will be

Resources you can use to continually sharpen your skills, including how to get free money for clients to fund their programs

- PPAI Research – 2 Masters degrees – your trade association – use them
- Archive of publications – PPAI, ASI, Promotional Marketing and host of others
- Networking:
 - o PPAI – ppa.org
 - o Regional associations – find your local here or at ppa.org
 - o Your suppliers

Co-op resources – costs are divided between two or more companies

- o \$50 billion of it NOT USED annually
- o Book – The Co-op Program Manual – Gerald B. Speen, MAS and Dr. Dan S. Bagley III, CAS
- o Co-op Sourcebook
- o Ask your clients if they get co-op advertising money. Ask which companies the money comes from and if they use 100% of their annual allowances.

HOW YOU PRESENT THE PROGRAM

- Presentation can be everything
- Make sure all the key decision-makers can be present
- Need a strong opening, close and meaty content... remember these 3 things
- What are you selling? Your trust and expertise
- Did you wow the client with HOW you presented?
 - o What would wow them? Experiential economy, touch, show-me
 - o The more personalized, the more customized, the better
 - Random samples, v. blank samples, v. virtual samples v. spec samples
 - Borrowed samples, especially for apparel
 - Self promotion
 - Don't overwhelm – take in too many things
 - Show them good, better, best
 - Show them the benefits of a continuity program – frequency sells!
 - Packaging is a plus, better margins
 - Ask, “What are you going to deliver that in?”
 - o Did you make the presentation interactive – continued to listen?
- Do NOT give them the written proposal BEFORE you present, leave it as an after-read

Case History

I am the owner of a chain of pizzerias called “Mini’s.” We were just voted the best pizza in all of Southern New Jersey by the readers of South Jersey Magazine. However, most people in the area have still not heard of us before, but we want to make a big splash in our area. I want to put an ad in the local newspapers to promote this. I also want to do a plaque for each store highlighting our honor. You could help me with the plaque, right? Isn’t that enough?


Other facts:

What is the message I need to convey to reach my goals?

What ideas would you suggest to convey that message creatively? (Think symbols!)

How do you present these ideas to me in a creative way so your presentation is memorable?

TIPS FOR TIGHT TIMES

1. Highlight what's both _____ and _____. Items like seed packets make great calling cards. Using a Frisbee as an invitation.
2. Link your products and services with the most critical aspects of your clients' businesses.
3. Add _____ _____ by providing inexpensive options like watermarks on journals and quality-looking packaging.
4. Use items that are inexpensive, but have real _____ _____. Calendars, for instance, hang around for at least a year.
5. Plan _____. If you start sourcing holiday promotions in early fall, you'll be able to get better prices.
-  Present product _____ to clients: most expensive, mid-range and least expensive. Good, better, best. When they see how the items compare, price could become less of an issue.
7. Ask _____ _____ what they can do for you. Perhaps they can lower a price by doing away with a run charge, etc. You never know until you ask.
8. Position yourself as the _____ _____ in difficult times. Let your clients know you are in this together and you will do what you can to help them out.