

PROMOTIONAL PRODUCTS:

4 TIPS FOR SUCCESSFUL SALES PROPOSALS

There are many ways marketers can purchase promotional products today – other distributors, retail stores, local printers, online. So how can you set your company apart and win more business? We have four solid tips for you.



1 CONSULT INSTEAD OF PITCH

To brand yourself as a valuable resource, take these steps to build relationships with prospects. When you take this approach, it is more likely you will be seen as an expert.

-  Build rapport
-  Get to know your customer's business
-  Ask the right questions – open-ended, clarifying, expanding
-  Discuss your customer's marketing plan
-  Talk less and listen more
-  Summarize and prioritize the needs and objective
-  Introduce yourself and your business



The reason talking about your company comes last is that you have to give your contacts a reason for to care about your qualifications before diving into them. Then you can adapt the way you talk about your company appropriately. For example, based on what your contacts say, you can share success stories that demonstrate how you excel at resolving problems or meeting special requests.

2

DITCH THE CATALOGS

Avoid the old pen book that overwhelms prospects and “throws everything against the wall and hope[s] something sticks,” said Bill Mahre, president of ADG Promotional Products. Instead, your focus should be on presenting solutions versus products.



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– BILL MAHRE
President of ADG Promotional Products

For example, if a customer wants to improve employee motivation, your goal should not be to sell branded tumblers. Rather, it should be to develop a motivational employee contest with a fun incentive to increase participation.

3

DON'T TELL, SHOW!

Virtual samples are a terrific way to bring products to life by illustrating what customers' logos will look like on products you. Sure, there are automated programs online from many suppliers that will do this, but often they are difficult to use and provide less-than-perfect results. A human artist can make all the difference with art adapted to the specific products or effects desired. Look for someone with the skills to:

-  Crop product and logo image
-  Remove backgrounds
-  Sizing and skew logos
-  Change colors
-  Curve or wrap logos
-  Add text
-  Provide multiple images to illustrate alternate colors, styles and angles



4

PROVIDE PROFESSIONAL PROPOSALS (NOT QUOTES)

Quotes answer the question “how much”, but proposals paint pictures of successful campaigns that will have impact. Differentiate your company with **creativity** (via innovative ideas) and **service** (thorough proposals that show you understand objectives and have well-crafted plans to achieve them).



Idea Custom Solutions can help you impress customers. We design branded proposal templates to show off the virtual samples and all the program details. Not only does this drive excitement in your contacts, they serve as documents to facilitate internal customer approval for campaigns and associated expenses. You transform from selling products to proposing campaigns and solutions.

YOUR SUCCESS. THAT'S THE WHOLE IDEA!

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