

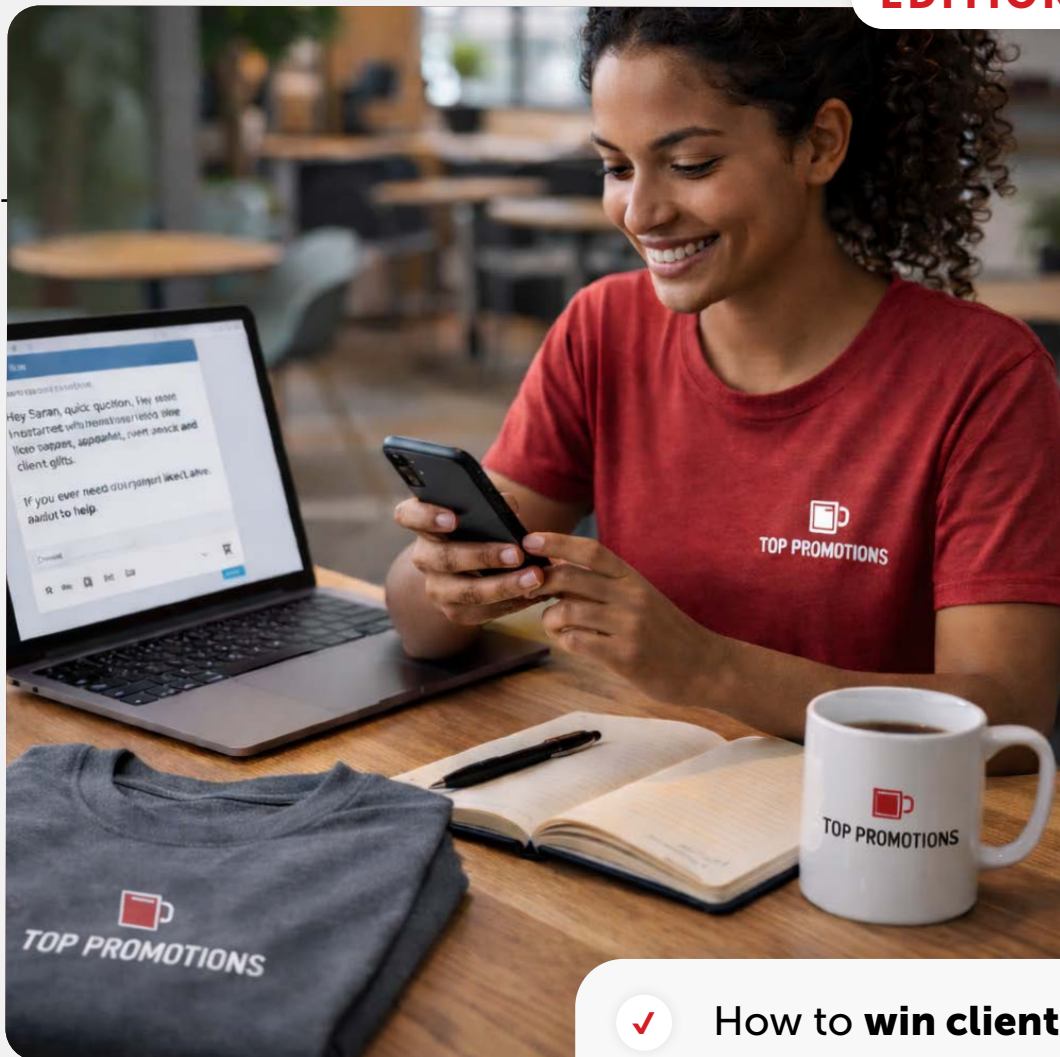


PROMOTIONAL PRODUCTS PROSPECTING & SALES PLAYBOOK

NEW DISTRIBUTOR

EDITION

PROMO GIVEAWAYS



PROMO IDEAS



How to **win clients** and turn everyday orders into **repeatable revenue.**





CONTENTS



- What a Promo Distributor Really Does **PG. 3**
- Your Positioning **PG. 4**
- Who To Sell To First (Keep It Simple) **PG. 5**
- How to Find Prospects **PG. 6**
- Your First Sales Conversation **PG. 7**
- What To Sell First **PG. 8**
- How To Quote Without Getting Stuck **PG. 9**
- Turn Every Order Into a Bigger Opportunity **PG. 10**
- Your First 90 Days **PG. 11**
- What Not To Do **PG. 12**
- Bottom Line **PG. 13**
- The First 5 Sales Conversations **PG. 14**
- Cheat Sheet: What Success Looks Like **PG. 15**
- One Final Truth About Getting Started **PG. 16**



NEW DISTRIBUTOR

EDITION

DRINKWARE, T-SHIRTS AND MORE



3

WHAT A PROMO DISTRIBUTOR REALLY DOES



A promotional products distributor

- Helps businesses choose the **right branded items**
- Manages **sourcing, decoration and delivery**
- Acts as the **project manager**, not the manufacturer
- Builds **repeat programs**, not one-off orders



You are not a "swag seller."

You are a branding and logistics problem solver.



TECH, HEALTH ITEMS AND MORE ○



4

YOUR POSITIONING



Use this positioning statement

“

I help businesses use branded products for hiring, events, recognition and everyday marketing – without the hassle.

”



When you're new, clarity beats confidence.

You don't need to sound like an expert.

You need to sound helpful and credible.



BRANDED APPAREL AND ACCESSORIES



VISIT THE DISTRIBUTOR MEMBER HUB



5

WHO TO SELL TO FIRST



YOUR BEST FIRST CUSTOMERS ARE ✓

- Local small businesses (10-200 employees)
- People you already know:
 - Former employers
 - Friends who own businesses
 - Vendors, partners and clients
- Local companies (faster trust)

BUYER TITLES ✓

- Owner
- Office Manager
- Marketing
- HR or People Operations



Rule of Thumb

Your fastest first wins come from people who already know you.





6

HOW TO FIND PROSPECTS



WEEK 1: START WITH WARM OUTREACH



Make a list of 25 people or companies you already know.

Send a simple, no-pressure message:

Hey [Name], quick question.

I've started helping businesses with branded items like apparel, event kits and client gifts.

If you ever need anything like that, I'm happy to help.

WEEK 2+: ADD LIGHT, COLD OUTREACH



Keep things simple. New distributors lose momentum by overpitching.

Subject: Quick question

Hi [Name],

I help small businesses with branded apparel, event items and employee kits.

Quick question: Who handles things like that on your team?

Thanks,
[You]

Copy and paste this!



VISIT THE DISTRIBUTOR MEMBER HUB



7

YOUR FIRST SALES CONVERSATION



Goal

Understand the purpose first, then recommend the product.

Ask:

?

- 1 "What's this for?"
- 2 "Who's it for?"
- 3 "When do you need it?"
- 4 "Do you do this often?"



BRANDED APPAREL AND ACCESSORIES



If it happens more than once, it's a **program and repeatable business.**



VISIT THE DISTRIBUTOR MEMBER HUB



8

WHAT TO SELL FIRST (DON'T OVERTHINK IT)



Stick to core categories:

- T-shirts & polos
- Hoodies & hats
- Drinkware
- Tote bags
- Simple kits (3-4 items)

With high demand and mass appeal, these products are easy to sell and often turn into repeat programs.



VISIT THE DISTRIBUTOR MEMBER HUB



9

HOW TO QUOTE WITHOUT GETTING STUCK



Beginner rule

Always give a range, not a single price.



Example:

"Most clients land between \$18-\$25 per item depending on quantity."

This protects you while you learn pricing, supplier behavior and decoration variables.



BRANDED SETS AND ACCESSORIES



VISIT THE DISTRIBUTOR MEMBER HUB



10

TURN EVERY ORDER INTO A BIGGER OPPORTUNITY



After delivery, always ask:

"Do you do anything else like this during the year?"

Then, pause and listen.



That one question is how you uncover:

- **Additional use cases**
(onboarding, events, recognition)
- **Repeat needs throughout the year**
- **Opportunities to turn one order into a program**



This is how:

- **One order becomes three**
- **One client becomes a base**
- **New distributors turn into promo pros**



VISIT THE DISTRIBUTOR MEMBER HUB



11



YOUR FIRST 90 DAYS

MONTH 1



- Learn the basics (how to quote, source and follow up)
- Reach out to 25-50 contacts
- Close 1-2 orders

MONTH 2



- Continue outreach and follow up
- Start recognizing patterns (events, hires, seasons)
- Reuse what worked in your first orders

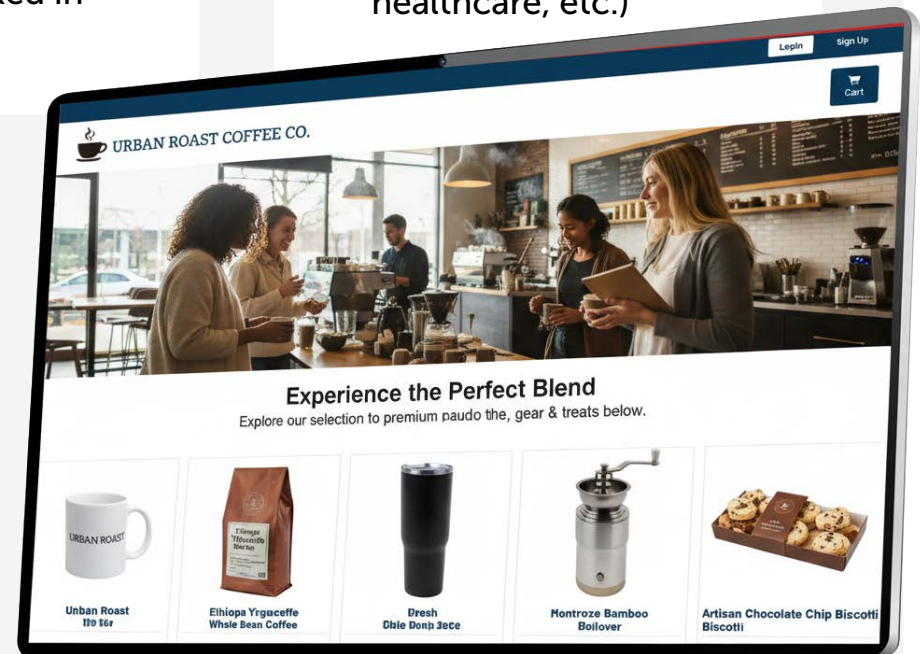
MONTH 3



- Standardize one repeatable program
- Ask for referrals
- Pick a vertical to focus on (construction, education, healthcare, etc.)



This is how new distributors move from learning to doing, and from one-off orders to **repeatable programs.**



VISIT THE DISTRIBUTOR MEMBER HUB



12

WHAT NOT TO DO



⊗ Don't memorize product catalogs.



Do

Focus on understanding what the customer needs the item for.

⊗ Don't compete on price alone.



Do

Solve the right problem.

⊗ Don't wait until you "feel ready."



Do

Start conversations and learn as you go.

⊗ Don't try to sell everything to everyone.



Do

Start with simple, common use cases.

⊗ Don't apologize for being new.



Do

Be honest, helpful and confident in your approach.

You learn this business by doing, not by waiting until you feel ready.



VISIT THE DISTRIBUTOR MEMBER HUB



13

THE BOTTOM LINE



You don't need to know everything.

Start conversations and build from there.

Every successful promo distributor

- Started with zero industry knowledge
- Learned by selling, not studying
- Grew by turning orders into repeatable programs
- Simplifies reordering with company stores



BRANDED APPAREL AND ACCESSORIES



VISIT THE DISTRIBUTOR MEMBER HUB



THE FIRST 5 SALES CONVERSATIONS



CONVERSATION 1



The Warm “I’m Doing This Now” Reach Out

Who: Someone who already knows you

Goal: Awareness, not a sale

Win: “Sure – let me know” or “Actually, we might need something”

Script

Hey [Name] — quick question.

I’ve started helping businesses with branded items like apparel, event kits and employee gifts.

If you ever need anything like that, I’m happy to help or point you in the right direction.

Why this works:

- Low pressure
- No pitch
- Activates trust (critical for new distributors)

If they ask, “What kind of stuff?”

“Mostly things businesses already buy, like shirts, hoodies, drinkware, onboarding kits and event items.”

CONVERSATION 2



The Cold “Who Handles This?” Opener

Who: Small business, light cold outreach

Goal: Find the decision maker

Win: Name and role of the buyer

Script

Hi [Name],

Quick question: Who typically handles branded items like apparel, event giveaways or employee kits on your team?

Why this works:

- No assumption
- Easy to answer
- Doesn’t trigger sales resistance

If they respond, “That’s me!”

“Perfect. Can I ask what you usually use those items for?”

CONVERSATION 3



The First Discovery Call (10 Minutes Max)

Who: Anyone who said “that’s me”

Goal: Understand use and timing

Win: Clear next step (ideas, quote, follow up)

Script

“Before I suggest anything, can I ask a couple quick questions?”

Ask:

1. “What’s this for?”
2. “Who’s it for?”
3. “When do you need it?”
4. “Do you do this more than once?”

Why this works:

- You’re learning, not selling
- Identifies programs vs. one off orders
- Builds confidence early

Key rule:

If it happens more than once, it’s a program.

CONVERSATION 4



The “Here Are a Few Ideas” Follow Up

Who: After discovery

Goal: Move from talk to action

Win: “Can you price this?” or “This looks good”

Script

Based on what you shared, here are a few ideas that usually work well for this kind of need.

Most clients land between \$___–\$___ per item, depending on quantity and timing.

Want me to narrow this down or

price one out?

Why this works:

- Sets expectations
- Avoids underpricing
- Keeps you in control as a new distributor

Never say: “This is the price.”

Always say: “Most clients land around ...”

CONVERSATION 5



The Post Order Expansion Question (Most Important)

Who: Every first customer

Goal: Turn one order into many

Win: A second use case

Script

“Out of curiosity, do you do anything else like this during the year?”

Then stay quiet.

Why this works:

- Opens doors to:
 - Onboarding kits
 - Events
 - Recognition
 - Seasonal programs
- Helps you grow without more prospecting.



15



CHEAT SHEET: WHAT SUCCESS LOOKS LIKE



You're doing it right if

- People respond without ghosting.
- You're talking more about use than products.
- You're getting, "Can you price that?"
- You're uncovering repeat needs.



You're not failing if

- You don't close every conversation.
- You don't know every product.
- You say, "Let me check on that".



VISIT THE DISTRIBUTOR MEMBER HUB



16

ONE FINAL TRUTH ABOUT GETTING STARTED



Every experienced distributor

- Had awkward first conversations
- Didn't know pricing by heart
- Learned by having conversations, not studying catalogs

You don't need perfect knowledge, perfect timing or perfect confidence to succeed. You need to start, stay consistent and learn as you go. The distributors who win are the ones who keep having conversations, keep following up and keep turning small orders into repeat business.

Visit the [Distributor Member Hub](#) for resources and guidance to help grow your business.

Looking for ready-to-use marketing assets? Explore the [Distributor Marketing Toolkit](#), for sales sheets, emails, social posts and more tools designed to help you sell.



NEW DISTRIBUTOR

EDITION