



How To Sell Promo Every Season of the Year

Set yourself up for a **full year of promo sales success** by targeting these **seasonal sales opportunities**. Pitch these products to your customers the quarter before to ensure you have enough time to fulfill orders and to prevent rushes.





SPRING

Fresh promo picks that perform all year.

Spring is all about new beginnings, making it a natural time for brands to reset and re-energize their marketing. Help businesses in your area kick off new initiatives like program launches, sustainable goals or safety plans with promo products that help start the year strong and build on brand momentum. For the most impact, focus on items that can be used year-round for continuous impressions long after their initial interaction.



Talk to These Customers:

- Clubs and golf courses
- Construction and manufacturing
- Gyms and fitness studios
- Healthcare organizations
- Real estate offices

Sell These Products:

- Baseball caps
- Calendars
- Polos
- PPE
- Tote bags



SUMMER

Heat up your sales with outdoor essentials.

As temperatures rise, so does demand for branded products built for active, on-the-go lifestyles. Many businesses will take advantage of the warm weather to host or sponsor outdoor events, such as charity runs, sports camps, music festivals or street fairs, using promo to attract new customers and build brand loyalty. Tailor your sales calls to include promos that can be used outside and seen during summertime activities to maximize brand visibility without breaking a sweat.

Talk to These Customers:

- Entertainment venues
- Food and beverage companies
- Nonprofits and volunteer groups
- Local sports leagues
- Summer camps

Sell These Products:

- Beverage sleeves
- Drawstring bags
- T-shirts and tank tops
- Sunglasses
- Water bottles





FALL

Bundle up orders with back-to-school favorites.

With students and teachers heading back to class in the fall, you'll score high marks by providing branded back-to-school essentials to education clients and businesses serving young audiences. Focus on affordable items that can be used throughout the school year to support education while staying within budget. Don't forget about spirit wear either – fans and athletes alike will be proud to wear custom gear repping their mascot, team name and school colors.



Talk to These Customers:

- Booster clubs
- Colleges and universities
- K-12 school districts
- Retail stores
- After-school programs

Sell These Products:

- Backpacks
- Journals and notebooks
- Mobile accessories
- Sweatshirts and hoodies
- Writing instruments



WINTER

Festive finds to wrap up the year strong.

From holiday gifts to end-of-year awards and incentives, winter is when brands turn to promo to close the year on a high note and reward the hard work of their teams and business partners. Prioritize presenting thoughtful, high-impact items that express appreciation while reinforcing brand value. This is the season when companies are willing to spend on premium, high-end items, so focus more on quality than cost to win orders.

Talk to These Customers:

- Advertising agencies
- Corporate offices
- Financial institutions
- Hospitality groups
- Technology companies

Sell These Products:

- Awards
- Drinkware
- Food gifts
- Outerwear
- Scarves and gloves



For more in-depth product recommendations and sales tips, check out our monthly **Sales Opportunity Calendars** in the **Distributor Marketing Toolkit**.