

How To Sell Promo: The Step-by-Step Guide



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New to selling promo? No problem. We'll walk you through each step of completing your first promo sale, from finding customers, to selecting products all the way to placing your order, so you can build your successful distributor business in no time.



STEP 1: FIND YOUR CUSTOMER.

Your first order of business will be to find a person or business in need of promotional products. Once you're an established distributor, you'll likely have a client list to refer back to, but you'll need to branch out a little more when you're just beginning. Build on existing relationships with friends, family and your local community to find businesses that could benefit from investing in branded products. Then, seek out the decision-maker who can sign off on ordering promotional products. This could be anyone from a marketing manager, a sales manager, an event planner, to even the company owner, particularly for smaller businesses. Try these strategies to get started:

- Visit local businesses you already frequent and ask about their branding needs.
- Attend community events and introduce your services with sample products.
- Ask friends and family to share your business info with their connections.
- Join online groups or community pages to raise awareness of your distributorship.
- Post on social media or send emails using free marketing materials from the [Distributor Marketing Toolkit](#).

STEP 2: IDENTIFY THEIR NEEDS.

Once you've found a potential customer, it's time to talk to them about their goals so you can better understand their business needs. To make your sales conversations as productive as possible, ask your potential customer questions like:

- What are your biggest business goals?
- What sets your brand apart from your competitors?
- How do you currently promote your business?
- Have you used branded products before? If so, what worked, and what didn't?
- What kinds of events do you have coming up?
- Who are your target customers? How do you usually interact with them?
- How would you like to distribute your branded products?



STEP 3: DETERMINE THEIR BUDGET.

Once your potential customer is excited about the idea of promotional products, it's time to talk numbers. Find out how much your clients are comfortable spending so you can select product suggestions that work within their price range. Even if clients aren't set on a number, it's helpful to have a general range in mind. Be sure to ask how definitive this amount is too – and remember, there may still be some wiggle room, if you can demonstrate the value that promo products slightly exceeding that price range can provide.



STEP 4: RESEARCH PROMO PRODUCTS.

Now that you understand your client's project and price range, you're ready to research promo product ideas to present. There are many tools and resources available with your ASI® membership you can take advantage of to generate ideas, confirm pricing and source products perfect for your client's order.

- **ESP+:** Search the industry's most comprehensive database to browse over 1.2 million products and create virtual samples, all in one convenient place.
- **Distributor Marketing Toolkit:** Access sales calendars, infographics and cheat sheets filled with product and decoration ideas for specific needs and industries.
- **The ASI Learning Network:** Enjoy training and education courses on popular product categories, sales strategies and other helpful topics.
- **ASICentral®:** Search by keyword to discover articles and industry research relevant to your client's project.





STEP 5: CREATE A SALES PRESENTATION.

Prepare for your sales meetings by putting your product ideas into clear and concise presentations. Be sure to add your business's logo and branding to reinforce your company's identity. You'll also want to include all the relevant information your client will need to review to make a purchase decision, such as:

- Promotional activity or event date
- Estimated budget
- Quantity needed
- Product details
- Price per product
- Total price
- Expected timeline
- In-hand date

Pro Tip: Take advantage of [ESP+ Presentation Templates](#) to create professional, pitch-perfect presentations in minutes. Follow [this tutorial](#) to see how easy it is to get started.

STEP 6: PRESENT YOUR RECOMMENDATIONS.

Once you've got your presentation ready, it's time to review your promotional ideas with your client. You can share your ESP+ Presentation with clients right from the ESP+ platform to get real-time feedback. From there, you can walk them through each project detail and explain how their promotional product order will deliver a great return on investment and achieve their desired outcome by highlighting elements like:

- How products align with their branding goals and target audience
- How promos are cost-effective, compared to other marketing channels
- Expected reach and impressions for each product over its lifetime
- Decoration options that ensure their branding gets noticed
- Premium or sustainable product details, if relevant to your client

Pro Tip: Check out the [Ad Impressions Study Infographics](#) for impactful statistics you can share during your sales calls.



STEP 7: PLACE YOUR ORDER.

Your client is sold on your suggestions and is ready to move forward – it's now time to place your order. One of the easiest ways to do this is through [ESP+](#). In just a few clicks, you can select your products and specifications, upload your client's logo and you're all set – your order is now underway. Your supplier partner will take it from here, either producing and delivering your order to your provided address or drop-shipping directly to your clients.

Pick your supplier partner based off of what's most important for your project. For example, a local supplier can help ensure fast delivery, while a supplier who specializes in a specific product category is a smart choice for niche product needs. Once you decide, reach out to your desired supplier partner to find out how to set up your membership with them so you can enjoy potential benefits like easier ordering, better pricing and more.

Pro Tip: You'll need to submit an application with a supplier to set up an account before your first order. If you're just starting out, find the supplier's info on a product detail page in your search results. Visit their website, email or call to introduce yourself and start building a relationship. You can discuss typical turnaround times, optimal order size, how to get samples, etc. Over time, you can build your own list of preferred suppliers right in ESP+ for easy access!



STEP 8: FOLLOW UP AFTER THE SALE.

Reach back out to your clients to confirm they're happy with their order and to answer any questions they might have. This extra care and communication will go a long way in your customer seeing you as a business partner they can count on, ensuring their continued business for upcoming branding needs into the future. This is also a great opportunity to ask for referrals, ratings and reviews so you can expand your business even further and build your reputation.

Check out the [Distributor Marketing Toolkit](#) for more resources to grow your business.