



How To Sell for Wellness Programs

Provide businesses with all the promo they need to launch and support successful wellness programs. Let these clients know how branded products not only keep health initiatives top of mind, they also can be used by participants to reach wellness goals – ultimately lowering healthcare costs while strengthening company culture.



Kickoff Kits That Create Excitement

Help customers set the tone for their wellness program kickoff or benefits fair with practical items that participants will actually appreciate and use in their daily life. Recommend affordable products that can be bought and distributed in bulk so businesses can engage the most amount of people possible while keeping room in their budget for the full run of their wellness program. Come prepared with promo suggestions that speak to each element of their program – such as dental, medical, fitness or mental health – to raise awareness of all of the benefits and programs being offered.

Product Recommendations:

- First-aid bandages
- Hand sanitizer
- Lip balm
- Stress relievers
- Toothbrushes



Incentives That Drive Participation

Employees are more likely to participate in a wellness program when they're given a reason why. Offering branded incentives is an easy way to build momentum and drive engagement, whether they're given out as signup rewards, milestone prizes or participation awards. Pitch low-cost, high-impact promos that won't break the bank, but offer enough value that people will want to earn them via eating well, exercising, doing preventative screenings or quitting smoking.

Product Recommendations:

- Drawstring bags
- Mints
- Pedometers
- T-shirts
- Sunscreen



Reminders That Reinforce Habits

Reminders keep wellness programs present in daily routines and make it easier for participants to stick with healthy habits at work and at home. Let clients know that these micro touches make all the difference in wellness programs being just a nice idea vs. being truly successful. Recommend products that can be incorporated into health and wellness routines and aid in consistency, recovery and mindfulness to build upon and strengthen the lifestyle changes being formed.

Product Recommendations:

- Hot/cold gel packs
- Journals and notebooks
- Pill organizers
- Resistance bands
- Sports bottles



Challenge Rewards That Motivate Action

When wellness challenges require sustained effort, whether through weeks of movement, habit tracking, doctor visits or behavior change, rewards should reflect that level of commitment. Premium promotional items give programs a sense of importance and help businesses show participants that their time and effort truly matter. These high-value items will go a long way in not only encouraging healthy living but also achieving a positive brand perception and boosting employee satisfaction.

Product Recommendations:

- Blankets
- Coolers
- Duffel bags
- Jackets
- Speakers

