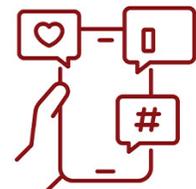




# How To Find Customers Looking for Promotional Products

Whether you're brand new to promo or just want to grow your network, here's how to find sales prospects, promote your services and start conversations that lead to real orders.





## Get business cards made and always keep them on you.

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To win orders for branded products, first you need to brand yourself. Order business cards online from a printing service or make them yourself using a free online tool like Canva. Once your cards are complete, print them out and always keep extras in your wallet – you never know when a potential customer interaction could arise, so it's best to be prepared.

## Visit local businesses you already frequent and ask about their branding needs.

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This is a smart way to build upon existing relationships in your community where you're already a familiar face. By starting casual, low-pressure conversations, you can uncover opportunities to help businesses with their branding needs without feeling like you're making a cold pitch.



## Attend community events and introduce your services with sample products.

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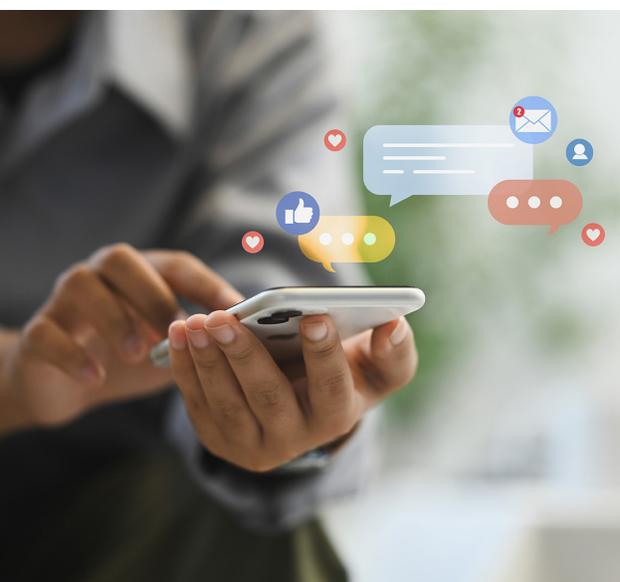


Local networking events, chamber meetings and town halls are perfect opportunities to start conversations and showcase what you do. Bringing a few sample products gives people something tangible to interact with and makes your services easier to understand, especially with those unfamiliar with what "promotional products" really are.

## Ask friends and family to share your business info with their connections.

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Your personal network is one of your most powerful tools for networking, especially when you're just getting started. Mutual connections can open doors with people who need promotional products but don't have a go-to provider yet. The endorsement from your circle will give these prospects the confidence they need to trust you with their business.



## Join online groups or community pages to raise awareness of your distributorship.

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Local Facebook groups, LinkedIn communities and neighborhood forums are full of people looking to promote their business or event. By joining these groups and answering questions, sharing insights and recommending relevant products, you'll introduce your services in a natural way while establishing yourself as the local expert for branding and marketing.

## Remember to ask current customers for referrals.

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If you have some successful projects under your belt, be sure to ask those customers for referrals. More often than not, they'd be happy to refer you – they just need to be asked. Referrals build credibility instantly and help you grow your business through relationships that already exist. Add their positive testimonial to your website, if you have one, to gain even more visibility.





## Don't forget to follow up.

Most promo orders don't happen on the first conversation. Keep your conversations top of mind by following up with a quick email, call or text that will keep the door open and show you care about their promotional needs. These consistent touchpoints go a long way in reinforcing relationships and securing your spot at their go-to promo partner.

## Post on social media or send emails using free marketing materials from the Distributor Marketing Toolkit.

It's easy to implement digital marketing, even if you're not a tech whiz. Take advantage of the Distributor Marketing Toolkit, which is free with your ASI® membership and filled with ready-to-use emails, social media posts and sales sheets. Send them to potential customers to stay visible, share promo ideas and remind your network of what you offer, all without spending extra time or money on marketing.

