



PROMOTIONAL PRODUCTS PROSPECTING & SALES PLAYBOOK

HEALTHCARE

EDITION

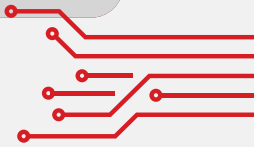
JOB SITE GEAR



PROMO IDEAS



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





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OFFICE CARE PACKAGES, GIVEAWAYS AND MORE



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ABOUT THIS PLAYBOOK



Healthcare is one of the most stable and essential end markets in promotional products, spanning buyers from hospitals and health systems to clinics, private practices and long-term care providers.

According to ASI® research, healthcare represents a meaningful share of industry spend within a promotional products market that reached \$27.7 billion in total sales in 2025.

This playbook shows you how to break into the healthcare sector, win business and turn everyday needs like staff apparel, patient items and onboarding kits into consistent, repeat revenue.



ON-THE-GO DRINKWARE



HEALTHCARE ACCESSORIES



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POSITIONING: HOW YOU WIN IN HEALTHCARE



What healthcare buyers care about

✓ Trust, professionalism and patient experiences

✓ Functionality over flash

✓ Consistency across departments and locations

✓ Reducing administrative burden for busy teams

Your positioning statement

“

I help healthcare organizations use branded products to support staff, educate patients and run programs that are easy to manage and repeat.

”



Healthcare buyers don't buy promo for novelty – they buy it to support real world workflows, patient interactions and staff needs.



HEALTHCARE ACCESSORIES



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YOUR IDEAL HEALTHCARE PROSPECTS

BEST TARGETS

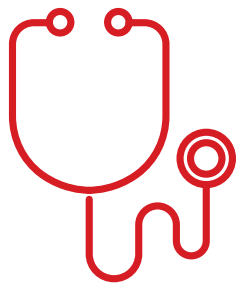


- Hospitals & health systems
- Private practices & clinics
- Urgent care & specialty centers
- Pharmaceutical & medical device companies
- Wellness organizations
- Community health groups

BEST TITLES



- Marketing or Communications
- Human Resources or People Operations
- Practice Manager or Office Manager
- Nursing Leadership
- Community Outreach or Events
- Procurement or Operations



Rule of Thumb

If they manage staff, patients or programs, they buy promo continuously, not once.





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HOW TO FIND HEALTHCARE PROSPECTS



Build a target list

Set a weekly goal to identify 25-40 healthcare companies to prospect.



Where to find prospects

- **Google Maps** (search terms like "hospital," "medical clinic," "urgent care," "family practice," "dental office")
- **Hospital & clinic websites** (staff directories, locations pages)
- **Medical associations** (state medical societies, specialty groups)
- **Local healthcare networks and health systems**
- **Community health calendars and event listings**
- **LinkedIn** (industry = healthcare)



What to track for each account

- **Organization**
- **Type** (hospital, clinic, specialty, etc.)
- **Key buyer role** (Marketing, HR, Practice Manager, etc.)
- **Number of locations or staff size**
- **Likely use case** (staff, patient, outreach, onboarding)



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STEPS TO REACH HEALTHCARE PROSPECTS



DAY 1 - EMAIL



Subject: Quick question about staff or patient programs

Hi [Name],

I work with healthcare teams on branded programs that support staff, patient education and community outreach.

Quick question: Who typically handles items for staff uniforms, patient kits or events on your team?

Best,
[You]

Copy and paste this!

DAY 3 - FOLLOW-UP EMAIL



Reference a relevant program based on their environment (onboarding, staff support, patient education or community outreach). Keep it short and focused on how similar organizations are using these programs.

DAY 7 - CALL



“ I work with healthcare teams to simplify staff and patient programs, from onboarding kits to patient education and outreach. Who’s the best person to speak with about that? ”

DAY 12 - FOLLOW UP



- **Share one specific use case, not a list of products**
- **Tie it to a common healthcare need** (new hires, patient experience, community outreach) (e.g., new-hire kits for staff consistency or patient education packs for discharge programs)

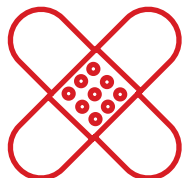


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DISCOVERY CALLS: WHAT TO ASK HEALTHCARE PROSPECTS



Goal

Uncover repeatable programs, not one-off orders.

Core questions

- 1 "What branded items do you use today?"
- 2 "Who are they for – staff, patients or the community?"
- 3 "When are these items or programs typically used?"
- 4 "What's frustrating about your current process?"
- 5 "Would it help if approved items were always available in a simple online store?"

Key buying triggers

These are the moments when healthcare companies are most likely to need and reorder products:

- ✓ Patient education
- ✓ Wellness initiatives
- ✓ Staff onboarding & retention
- ✓ Health fairs & community events
- ✓ Multiple locations



Healthcare buyers value **simplicity, control** and **reliability**, especially when programs can be standardized and easily reordered.



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WHAT TO SELL TO HEALTHCARE BUYERS



1 Staff & Uniform Programs

- Scrubs, polos and outerwear – [See our suggested starter Product Collection in ESP+](#)
- Department specific or system-wide programs
- Supports a professional, consistent staff appearance
- Always available through a branded online store – [View a sample healthcare ESP+ Store](#)

2 New Hire & Onboarding Kits

- Branded apparel and essential items for day one
- Supports retention and reinforces culture
- Standardized and highly repeatable
- Easily reordered as staff grows

3 Patient Education & Wellness Kits

- Drinkware, journals, care guides and take-home materials
- Supports patient education, compliance and engagement
- Used in discharge programs, wellness initiatives and ongoing care

4 Community Outreach & Events

- Health fairs, screenings and community programs
- Branded items that support education and awareness
- Giveaways with a clear purpose tied to patient or community outcomes

5 Recognition & Appreciation

- Nurses Week and staff recognition programs
- Employee milestones and internal initiatives
- Volunteer and community partner appreciation
- Support retention, morale and workplace culture



Healthcare is one of the **top promotional products markets** by spend, making store-based programs especially durable and repeatable.



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HOW TO PRESENT TO HEALTHCARE BUYERS



⊗ Never pitch products alone.

✓ Pitch programs tied to patient care, staff support or operational needs.



Simple proposal format

- Program name
- Audience (staff / patients / community)
- Use case
- Volume or departments
- Budget range
- Online store setup



Example

“New Nurse Onboarding Kit – 85 Hires/Year – \$40-\$60 per kit – Ordered through company store”

This structure reduces friction for time-pressed healthcare buyers and makes programs easier to approve and repeat.



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HOW TO OVERCOME COMMON OBJECTIONS



“We’re very particular about branding.”

“That’s common in healthcare. We focus on clean, professional items that reinforce trust and meet brand standards.”

“Procurement needs to be involved.”

“Perfect. I’m used to working within those processes and supporting procurement requirements.”

“We’ve had fulfillment issues before.”

“That’s exactly why I recommend setting up a store – it makes reordering simple and consistent.”



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YOUR FIRST 90 DAYS IN HEALTHCARE

MONTH 1



- Target 30-40 healthcare organizations
- Book 8 discovery calls
- Close one staff or outreach program

MONTH 2



- Expand into onboarding or uniforms
- Introduce a standard, repeatable program

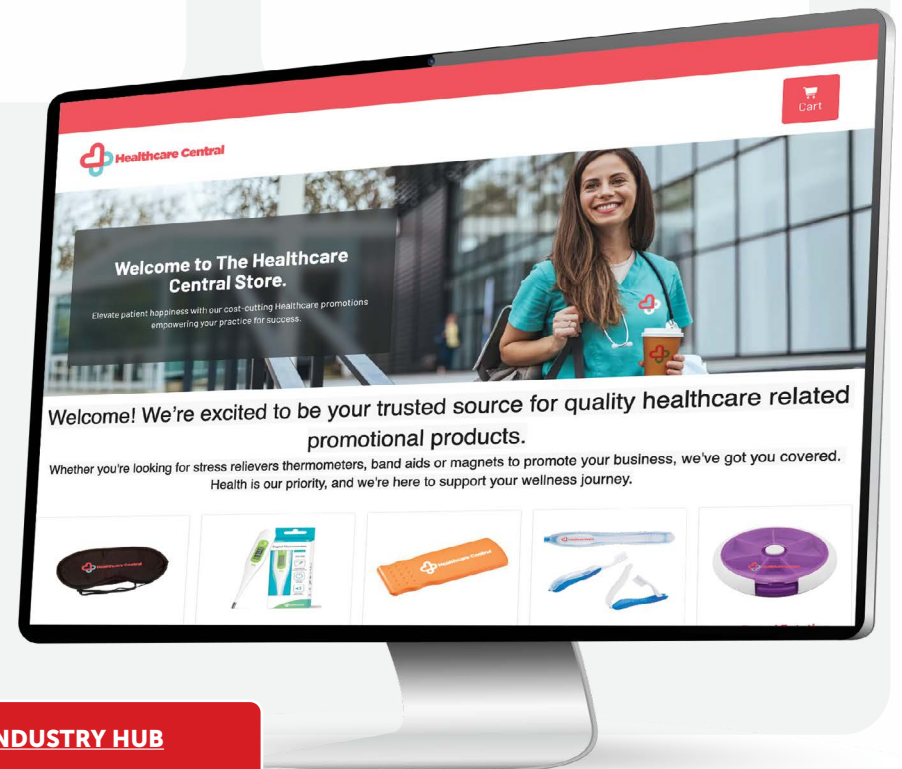
MONTH 3



- Scale across departments or locations
- Lock in ongoing ordering cadence (quarterly / annual)



This is how successful distributors move from one-off orders to **scalable, program-based healthcare accounts**.



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WHAT NOT TO DO



⊗ Don't pitch novelty items.



Do

Focus on useful, professional items that staff and patients will actually use.

⊗ Don't ignore compliance or professionalism.



Do

Prioritize clean, professional items that meet brand and compliance guidelines.

⊗ Don't overload buyers with choices.



Do

Offer a small set of clear, easy-to-choose options.

⊗ Don't treat healthcare like retail.



Do

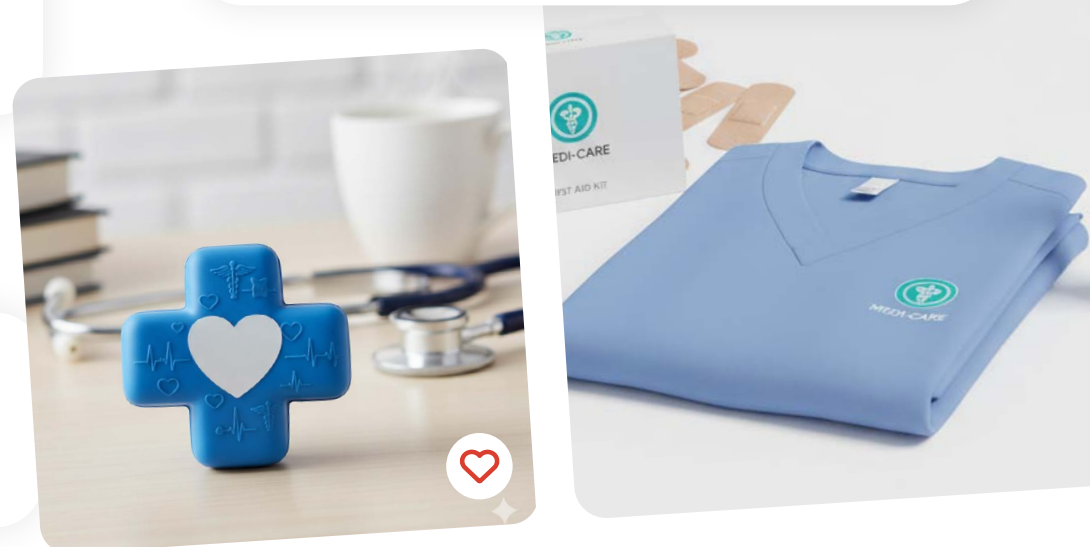
Focus on structured programs that support care, not one-off promotions.

⊗ Don't make ordering harder than it needs to be.



Do

Simplify reordering with a company store for approved items.





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THE BOTTOM LINE



Healthcare promo works because

- Serves a real function in patient care or staff support
- Builds trust and reinforces a professional experience
- Reduces administrative burden for busy teams
- Repeats year-round through standardized programs
- Simplifies ordering through an online store



Become the distributor who makes healthcare programs easier to manage and repeat, and this vertical can become a consistent, long-term part of your business.

Need more?

Bookmark our exclusive [Healthcare Industry Hub](#) on the ASI member site.



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