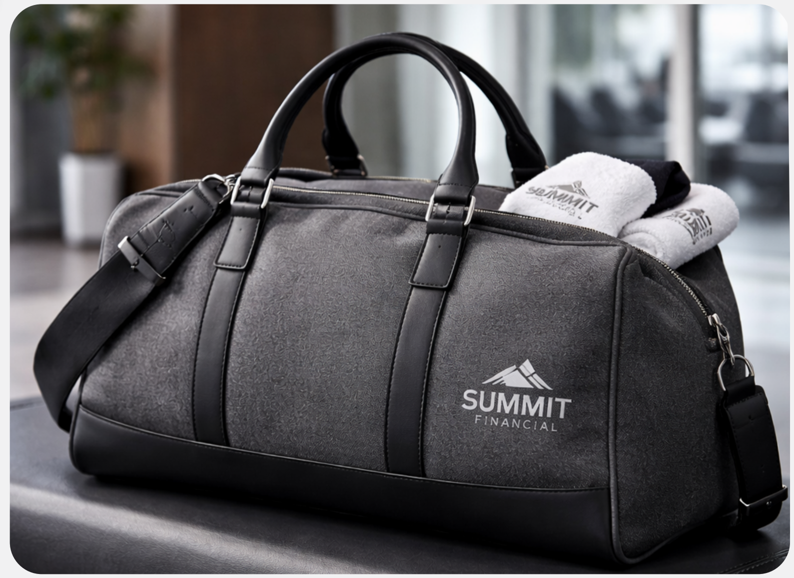
PROMOTIONAL PRODUCTS PROSPECTING & SALES PLAYBOOK

FINANCIAL SERVICES

EDITION

AT THE OFFICE

PROMO IDEAS



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

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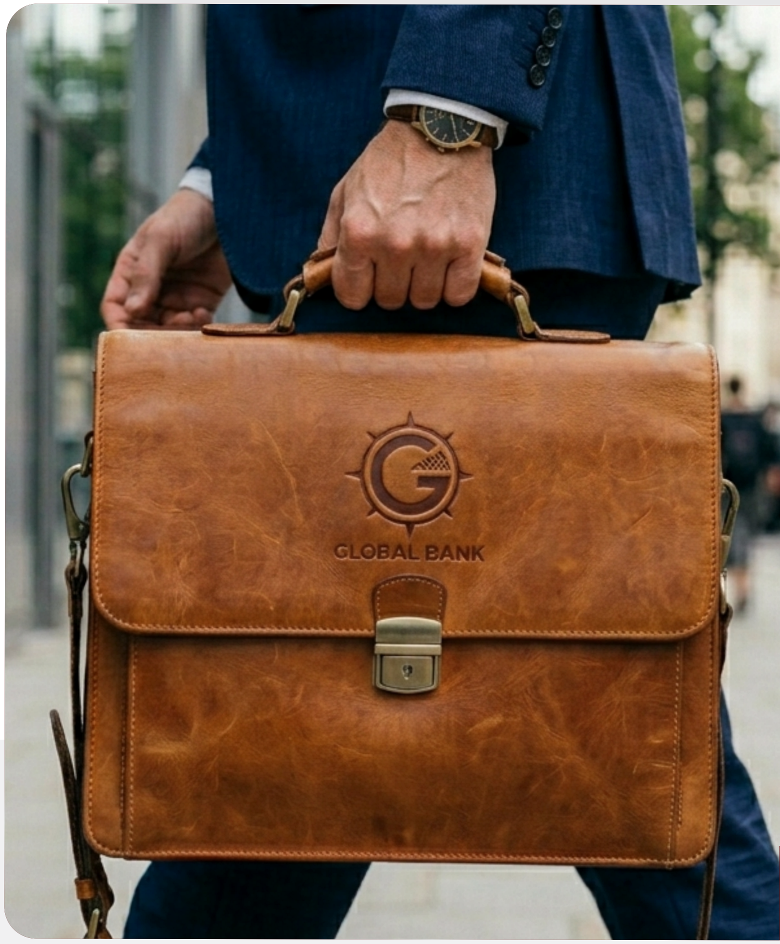
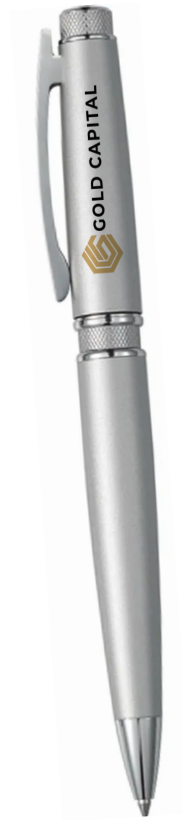


ABOUT THIS PLAYBOOK

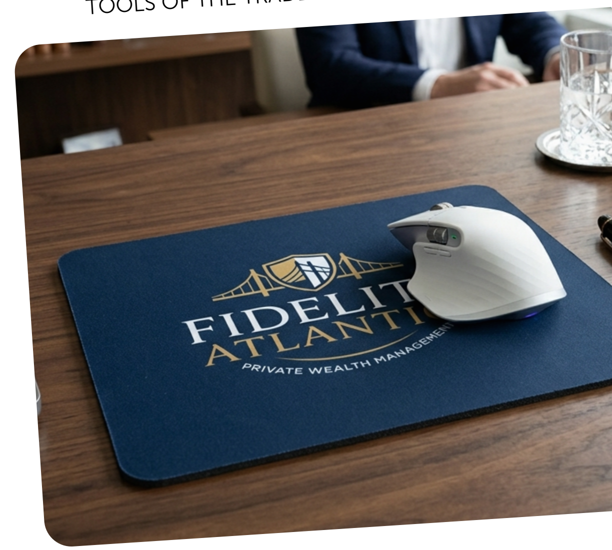
Financial services is one of the most relationship-driven and trust-based end markets in promotional products, spanning buyers from banks and credit unions to wealth management firms, insurance agencies and fintech companies.

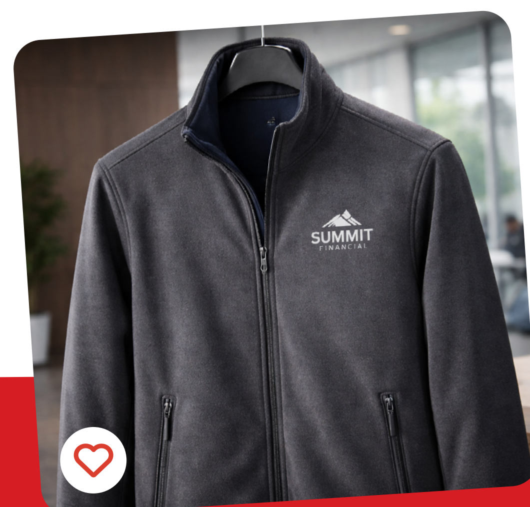
According to ASI® research, financial services represents a meaningful share of industry spend within a promotional products market that reached $27.7 billion in total sales in 2025.

This playbook shows you how to break into the financial services sector, win business and turn everyday needs like client gifts, onboarding programs and branded materials into consistent, repeat revenue.



TOOLS OF THE TRADE





ONBOARDING

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POSITIONING: HOW YOU WIN IN FINANCIAL SERVICES

What financial services buyers care about

- ✓ Brand trust & credibility
- ✓ Consistency across branches & advisors
- ✓ Compliance and appropriateness
- ✓ Relationship building over promotional "flash"

Your positioning statement

"I help financial services teams use branded products to strengthen client relationships, support advisors and stay visible year round – compliantly and on brand."

★★★

TRUST

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YOUR IDEAL FINANCIAL SERVICES PROSPECTS

BEST TARGETS

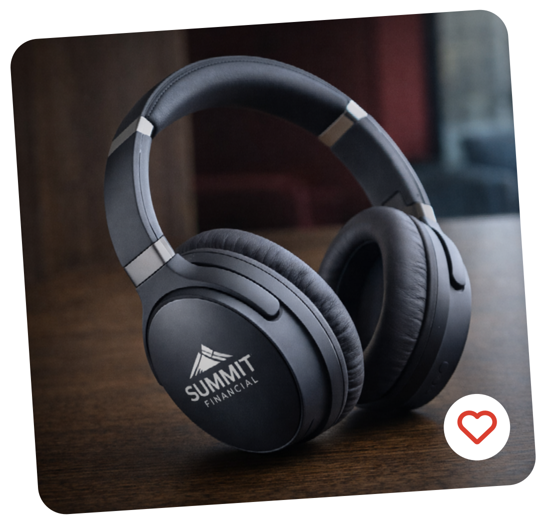
- Local & regional banks
- Credit unions
- Wealth management firms
- Financial advisors (RIA or broker dealer)
- Insurance agencies
- Accounting & CPA firms
- Fintech firms with sales teams

BEST TITLES

- Marketing Director
- Branch Manager
- Advisor or Managing Partner
- Client Experience
- HR (for internal programs)

Rule of Thumb

If they manage clients, advisors or branches, they buy promo repeatedly, not once.



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HOW TO FIND FINANCIAL SERVICES PROSPECTS

Build a target list

Set a weekly goal to identify 25-40 financial services to prospect.

Where to find prospects

- **Google Maps** (search terms like "bank branch," "credit union," "financial advisor," "wealth management," "insurance agency")
- **Chamber of Commerce directories**
- **Existing relationships** (business bankers, CPAs or advisors you already know)
- **LinkedIn** (industry = financial services)

What to track for each account

- **Company or branch name**
- **Type** (bank, advisor, insurance, etc.)
- **Key buyer title**
- **Number of locations or advisors**
- **Likely use case** (client gifts, events, advisor kits, onboarding)

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STEPS TO REACH FINANCIAL SERVICES PROSPECTS

DAY 1 - EMAIL

Copy and paste this!

Subject: Quick question about client gifting or events

Hi [Name],

I work with financial services teams on compliant, brand appropriate client gifts and advisor programs.

Quick question: Who typically handles items like client gifts, branch events or advisor kits on your team?

Best,

[You]

DAY 3 - CALL

"I help financial teams simplify client gifting and advisor programs in a way that's compliant and easy to manage. Who's the best person to speak with about that?"

DAY 7 - FOLLOW UP

- **Share one thoughtful, relevant idea, not a catalog**
- **Tie it to a client moment** (appreciation, events, onboarding) (e.g., client appreciation kits, seminar giveaways or advisor onboarding sets)

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DISCOVERY CALLS: WHAT TO ASK FINANCIAL SERVICES PROSPECTS

Goal

Uncover relationship-driven moments, not one-off product needs.

Core questions

1. "How do you typically stay in touch with clients?"
2. "Are client gifts and programs managed by advisors or centrally?"
3. "What client events or touchpoints happen throughout the year?"
4. "What's challenging about managing this today?"
5. "Would it help if approved items were always available in a simple online store?"

Key buying triggers

- ✓ Advisor autonomy vs. brand control
- ✓ Multi-branch consistency
- ✓ Compliance and approval requirements
- ✓ Client lifecycle moments (onboarding, milestones, retention)

Financial services success comes from aligning promotional products to **client relationships** and **workflows**, not standalone items.

WHAT TO SELL TO FINANCIAL SERVICES BUYERS

1 Client Appreciation & Holiday Gifts

- Tasteful, useful, brand-safe items - See our suggested starter Product Collection in ESP+
- Structured on an annual or quarterly basis
- High-value, repeatable programs
- Always available through a branded online store – View a sample financial services ESP+ Store

2 Advisor & Branch Starter Kits

- Branded basics for new advisors or branch locations
- Ensures consistency across teams and offices
- Easy to standardize and reorder

3 Event & Seminar Kits

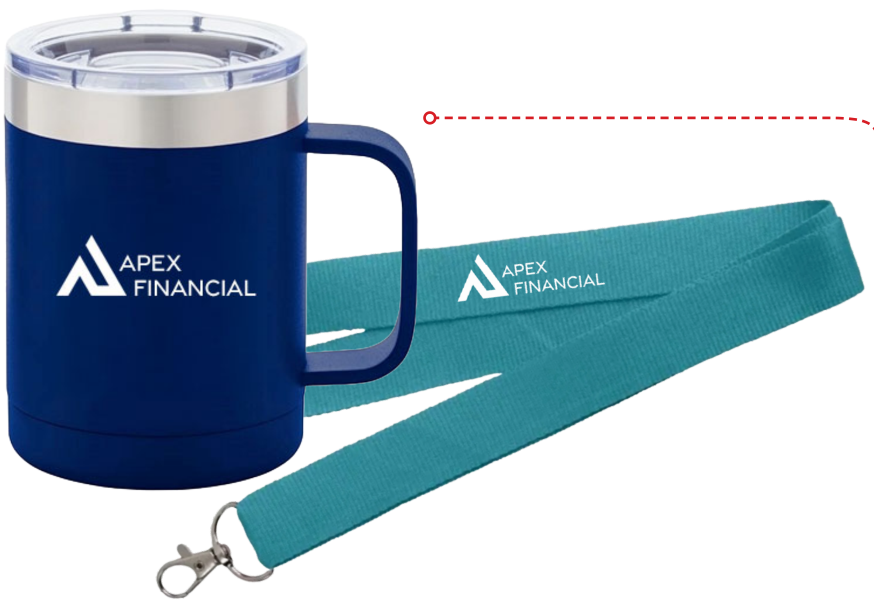
- Financial planning workshops and client education events
- Client dinners, webinars and open houses
- Support client engagement and relationship building

4 Employee & Advisor Recognition

- Milestone anniversaries and performance recognition
- Reinforces culture and advisor retention
- Repeatable across teams and offices

5 Community & Sponsorship Programs

- Local events, sponsorships and charity partnerships
- Subtle, brand-safe visibility in the community
- Builds trust and reinforces local presence



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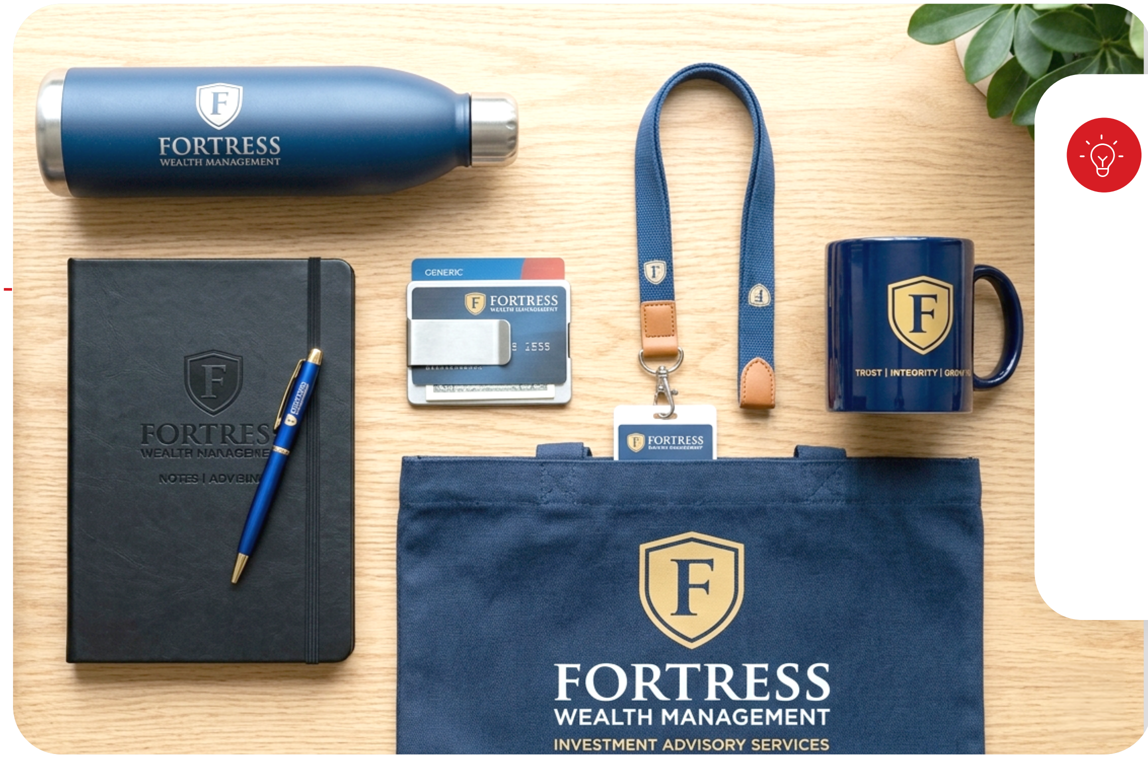
HOW TO PRESENT TO FINANCIAL SERVICES BUYERS

Never say: "Here are some products."

Always say: "Here's a program."



Simple proposal format

- **Program name**
- **Who it's for**
- **When it's used**
- **Budget range**
- **Compliance note** ("brand appropriate items")

Example

"**Annual Client Appreciation Program**
300 clients – $30-$50 per kit –
Ordered through a company store"

This program-first approach simplifies approvals, ensures compliance and makes client-facing programs easier to repeat year after year.

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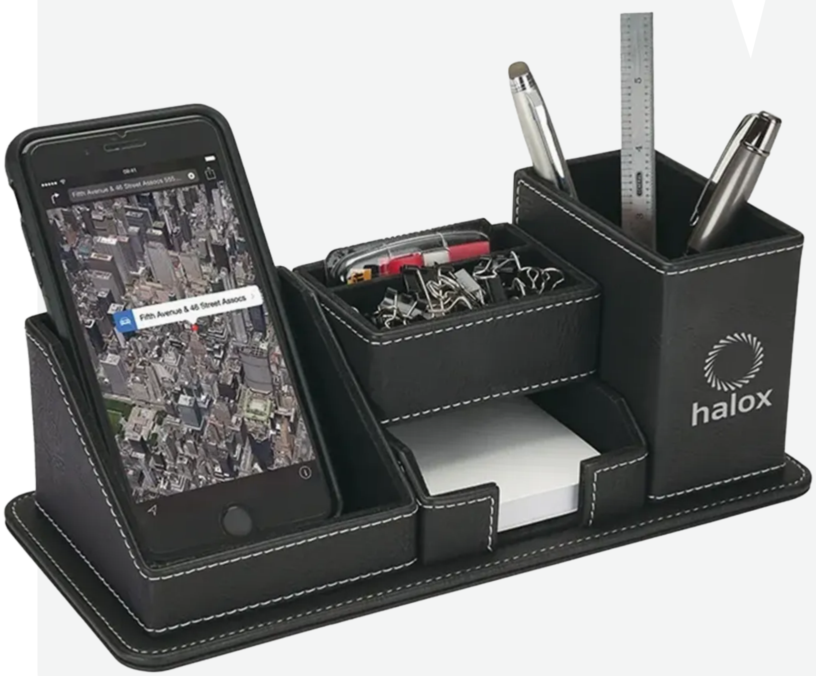
HOW TO OVERCOME COMMON OBJECTIONS

"We don't want anything promotional."

"Totally understand. Most of my clients prefer subtle, useful items that reinforce trust rather than logos."

"Compliance needs to review."

"Perfect – I work with that all the time. We can start with a small set of preapproved items and make them available through a simple company store, so everything stays compliant and easy to manage."



"Each advisor does their own thing."

"That's common. I usually help firms create optional, preapproved kits advisors can opt into. It keeps branding consistent without forcing it."

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YOUR FIRST 90 DAYS IN FINANCIAL SERVICES

MONTH 1

- Target 50 financial firms
- Book 8-10 discovery calls
- Close first client gift or event order

MONTH 2

- Expand into advisor kits or onboarding programs
- Introduce reorders or a seasonal cadence

MONTH 3

- Standardize one repeatable financial services program
- Ask for referrals to other advisors or branches

This is how successful distributors move from one-off orders to compliant, **relationship-driven programs that repeat year after year.**

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WHAT NOT TO DO

⊗ Don't pitch flashy or novelty items.

Do

Focus on tasteful, professional items that reinforce trust.

⊗ Don't lead with price.

Do

Lead with a specific use case or program.

⊗ Don't ignore compliance.

Do

Ensure everything is brand appropriate and compliant from the start.

⊗ Don't treat finance like retail or tech.

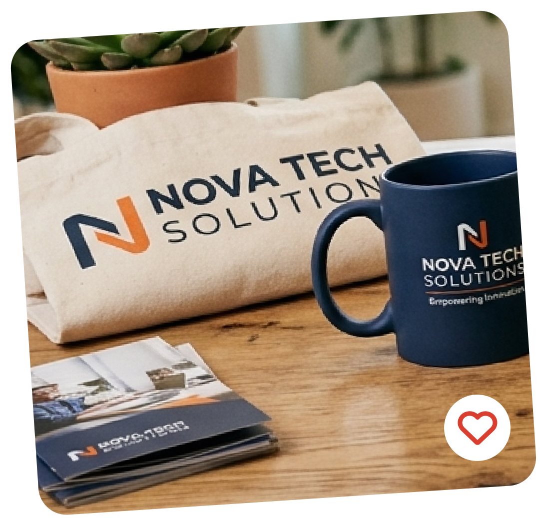
Do

Align with a relationship-drive, trust-first approach.

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

Do

Simplify ordering with a company store for approved items.



THE BOTTOM LINE

Financial services promo works when it

- Reinforces trust and professionalism
- Stays compliant and brand-appropriate
- Is consistent across advisors and branches
- Repeats through structured, easy-to-manage programs
- Simplifies ordering through a company store

Become the distributor who makes client gifting and advisor programs easy to manage and repeat, and financial services can become one of your most reliable, long-term verticals.

Need more?

Bookmark our exclusive **Financial Services Industry Hub** on the ASI member site.