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“Differentiate or Go Home: Surviving in a Highly Competitive Market”

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Question...



What One
Nugget
Will You
Leave With
Today?



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Disruptors in the Industry



Buyers Types

The Generation, Baby Boomers, Millennials, Gen X, Gen Y, Gen Z

amazon.com.au

Influx of New & Old Competition

Costco, 4imprint, Custom Ink, Walmart



General Competition

Ease of Entry, Low Business Acumen, Limited Industry Education



Other Issues

Product Safety, Tariffs, Social Media, Terrorism, Freight Inventory Levels, Staffing, Political Unrest



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Technology



1950 to 2018
It's Their Vantage Point



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Technology



SOUTHWEST.COM



JANUARY 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	1
14	15	16	17	18	19	
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Printable Calendars From 123Calendars.Com



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Commonly Perceived Differences



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Today's Buyers

Young & Assertive, Multi-tasker, WEB-SAVVY



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**What Do
Clients Think?**



**Industry
Survey
Perception is
Everything**



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What Today's Buyers Really Want...

1. Strong strategic thinker;
2. Understanding of the client's business;
3. Experience in the client's industry;
4. **Excellent creative work;**
5. Ability to think outside the box...melt the box!;
6. Proven success with clients;
7. **Ability to measure R.O.I. & R.O.O.;**
8. Clear articulation of the agency's vision;
9. Resources to grow with the client;
10. Ability to execute an integrated strategy.

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Introspective View

[Products With Your Logo - 18,000 + Items. New for 2012.](#)

www.pinnaclepromotions.com/2012

Free Samples and 24 Hour Rush!

Sales & Closeouts
Bags

Trade Show Items
Pens

[Promotional Products - Sale & Closeouts, Up to 70% off.](#)

www.4imprint.com/

New for 2012, Free Art, 24hr Rush!

70% Off Closeouts - Embroidered Apparel - Exclusive Items - 24-Hour Rush

[Promo Products Under \\$1 | amsterdamprinting.com](#)

www.amsterdamprinting.com/Promo - ★★★★★ 76 seller reviews

Promote Your Logo On Custom Pens, Bags, Cups, Keychains & More.

Promo Stick Pens as low as \$8¢ Super-Sized laser Engraved Pens - Drinkwares

[PromotionalProducts.com](#)

www.promotionalproducts.com/

Ads for the best deals on the hottest **Promotional Products**.

[Promotional Items | Custom Incentives | Printed Premiums ..](#)

www.gallantgifts.com/

Gallant Inc. deals with the advertising specialties, corporate giveaways, trade show giveaway. It also offers personalized **promotional products**, inexpensive ...

[Top Promotional Products](#)

www.crestline.com/

We Make Your Logo Look Its Best!

1000s of Custom Promos, Fast Ship

[Promotional Products](#)

www.staple.com/

Quality and

Value

Guaranteed

Customer

Satisfaction

Guaranteed

Customer

Satisfaction

Guaranteed

Customer

Satisfaction

Guaranteed

Customer

Satisfaction

Guaranteed

Customer

Satisfaction

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Satisfaction

Guaranteed

Customer

Satisfaction

Guaranteed

Look at page 6 of a search on Promotional Products... notice any similarities?



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What's different...have YOU looked lately?

The screenshot shows an e-commerce website homepage. At the top right, there are links for "Sign In", "Register", "Wish List", and "Cart (0)". Below these is the text "Register now to get FREE samples, catalogs, and more!". A red box highlights the text "Check out this USP" with four red arrows pointing to a blue callout box on the right. The callout box contains the heading "360° Guarantee®" and a list of three bullet points: "On-time shipment or your order is free.", "Lowest prices or double the difference.", and "Satisfaction or we'll refund or rerun — your choice." Below the callout is a green button that says "Find Out More". The main content area features a woman's portrait on the left and the text "Free and Easy." in large blue letters. Below this, it says "FREE samples, FREE art assistance, and lightning-fast service from people who care make ordering easy." and "Our 360° Guarantee® makes ordering risk free." Further down, it states "FREE services, friendly people, lowest prices and a 'put-your-money-where-your-mouth-is' guarantee. More reasons why is the best promotional products value in America." At the bottom left, there are "QUICK LINKS" for "hottest products" and "closeouts". In the center, there is a section titled "What's hot right now" with a "view more" link and a "Sale!" badge. On the right, there is a "Why try" section with bullet points for "Lowest Prices" and "On-Time Shipment".



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How much would it take for a client to go away?

20%



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If You're not Different...



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You're the SAME!

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Constantly Reinvent...



1976



1976-1998



1998-2000



2001-2007



2007 - ?

Analyze Your Brand...time for a change?



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Constantly Reinvent...



Specifically...

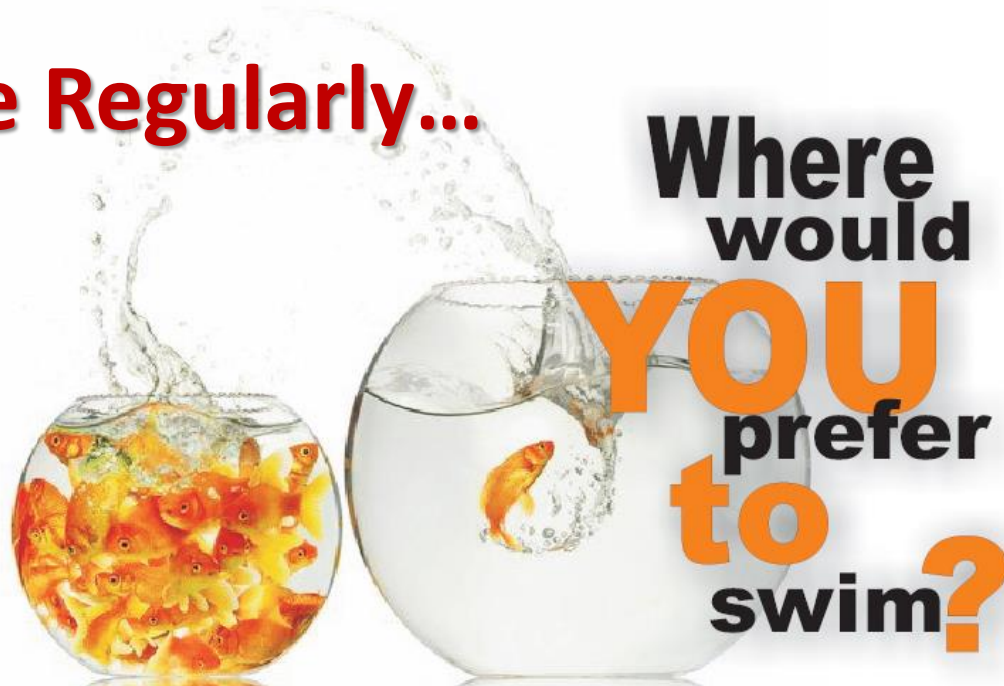
- ~ your Message...who are you?
- ~ your Collateral Materials
- ~ your Marketing Efforts
- ~ your Skills / creative, presentation, interview
- ~ your Follow-Through & Deliverables



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Educate Regularly...



Promotional Products
Industry?

*It's your business,
...be different, make a **splash!***



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Become the Disruptor, Not the Disrupted

Have a Strategic Plan...
Become a 3% 'er!

...are you a specialist or a generalist?



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In Every Industry There Are Specialists



Where Would You Want To Spend Your Dollars?



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Consider Becoming a Specialist

- Seasoned
- Professional
- Consultative
- Knowledgeable
- Creative
- Innovative
- Remarkable
- Intelligent
- Customer Focused



Amazing Benefits

- Successful
- Loyal Clients
- Value Higher
- Highly Profitable
- Longevity
- Focused
- Appreciated



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DISRUPTER

Positive Change Agent



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What are Vertical Markets?

A vertical market is a market encompassing a group of companies and customers that are all interconnected around a specific niche. Companies in a vertical market are attuned to that market's specialized needs and generally do not serve a broader market. As such, vertical markets typically have their own set of business standards.



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Why Consider Vertical Markets as a Strategy

- Focused on Various Specific Goods & Services
- Keen Understanding of their Specific Market Needs
 - Trends
 - Terminology
 - Regulations
 - Marketing strategies, cost savings
 - You Become Known as the Expert



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Other Vertical Markets in XOMS

- Marketing & Ad Agencies
- Agriculture
- Architecture
- Associations
- Automotive
- Banking & Finance
- Cannabis
- Construction
- Consultant
- Deign
- Distribution
- Education
- Employment Agencies
- Energy – Oil & Gas
- Entertainment
- Event Planners
- Fitness & Wellness
- Food & Beverages
- Government
- Healthcare
- Hospitality
- Insurance
- Landscaping
- Legal
- Manufacturing
- Media
- Military
- Non-Profit
- PHRMA
- Political
- Real Estate
- Religion
- Retail
- Technology
- Transportation
- Travel
- Utilities
- Veterinary



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Subsets within a vertical market

Broad Vertical Markets

- Hospitality
- **Banking & Finance**
- Medical
- Fitness
- Legal
- Landscapers
- Construction
- + more....

Banking & Finance

Major Banks

Mortgage Companies

Private Lenders

Credit Unions

Accounting Firms

Collection Agencies



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Purpose & Rationale

- ✓ Addresses Time Management
- ✓ Creates Focus & Direction
- ✓ Aids in Budgeting
- ✓ Facilitates Better Marketing Decisions



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Why Classify Your Clients & Prospects



- ✓ You have 24 hours in a day
- ✓ Work with clients of value
- ✓ Seek out prospects of value
- ✓ Develop strategic marketing
- ✓ Focus on profitable business



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Classifications and their meaning...

- **A** – class act
- **B** – above average
- **C** – middle tier
- **D** – low tier
- **E** – questionable
- **F** – FAIL / Dump
- **H** – HOLD
- **I** – Inactive
- **P** – Prospects

Criteria

- ✓ Sales Volume
- ✓ Profitability
- ✓ Opportunity to Grow
- ✓ Relationship
 - ✓ Open
 - ✓ Communicates
 - ✓ Disposition
- ✓ Collectability A/R
- ✓ Refers



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Who Is Your Ideal “A” Type Client?

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Be Proactive...



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Be Unique...



Demonstrating Difference Recipe for Success

- 1 Orange Stress Ball
- 1 Custom Box
- 3 Custom cards
- ½ dab of ink
- 1 Orange air freshener
- 1 Small mound of Raffia
- 1 targeted mail list
- 4 Incredible suppliers
- 10 heaping spoons of
Innovation & Creativity

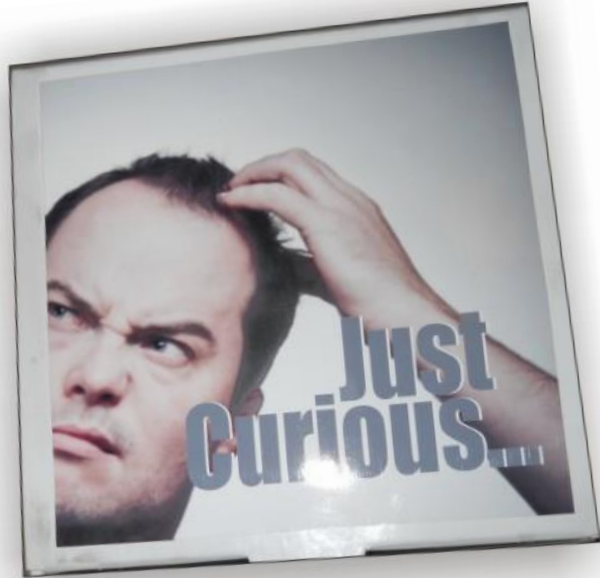
45% Response Rate

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Take Risks ...be a disrupter



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Be First to Market...

“Company Branding” Campaign

~ Paul & Stephanie Zafarana – Easy Green Shop



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Differentiators & Disruptors

They Know Their Worth

“Sales Feed Egos, Profit\$ Feed Families”



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Where does it begin?



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Questions



What One
Nugget

DID

You
Leave With Today?



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Wrap Up & Questions

One Additional Seminar This Week

Tuesday, February 1st on the Show Floor

11:00 AM to 11:50 AM

POWER SESSION

“Elevate Your Brand With Creative Self-Promos”



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- 30 Seconds to Greatness Blog



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