



How To Win the Business of Fortune 500 Companies

Rich Berg, iPROMOTEu

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Rich Berg

Introduction

- iPROMOTEu
- SVP sales operations / Distributor Exchange
- 20 years in promo
- Large distributor experience
- Account management & business development
- Fortune 500 clients

What You'll Learn

- 01** Why the Fortune 500
- 02** How to find buyers
- 03** Why they buy
- 04** The value of research
- 05** How to compete
- 06** Strategies & tactics
- 07** The role of procurement
- 08** Resources & support

Why the Fortune 500

- \$5 to \$25 million in promo spend
- Large orders
- Big profits
- Compliance is hard = Maverick spend
- You CAN compete
- Credibility
- So many buyers
- *P.S.: The Fortune 501 to 2000!*



Big Profits

- Which order would you rather have?
 - \$100 order @ 50% margin = \$50
 - \$1,000 order @ 40% margin = \$400
 - \$10,000 order @ 30% margin = \$3,000
 - \$100,000 order @ 20% margin = \$20,000
- Which takes longer?
- You still have to ideate, source, quote, process, ship, deliver, bill, and collect



How to find buyers, influencers & decision-makers

- Marketing
- Brand management
- Product management
- Meeting & events
- Sales
- HR
- Executive admins
- Procurement?



How to find contact information

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are search filters for 'The Coca-Cola Company, Product Management', 'Marketing', 'Senior Brand Manager', and 'Atlanta, Georgia'. The main area displays a list of contacts with their names, titles, and company information. A detailed profile for Jessica Bernard is shown on the right, including her current role as Senior Brand Manager at Fanta at The Coca-Cola Company, her location in Atlanta, Georgia, and her education at the University of Michigan.

The screenshot shows the Seamless.AI interface. At the top, it says 'Find contacts, companies, and contact information anywhere on the web and on social with our Chrome Extension'. Below this, there is a search bar and a list of search results. The first result is for Rich Berg, Senior Vice President Owner Success at AIA Corporation. The interface displays various contact details for Rich Berg, including his title, company, website, domain, email, phone, and seniority level. There are also social media links for Google Research, Local Weather, Local Sports Teams, News, LinkedIn, Twitter, Facebook, and Google.

Decision-makers

A decision-maker

can say yes when everyone
else says no

and can say no when everyone
else says yes



Who they buy for

- Customers
- Prospects
- Employees
- Channel partners
- Sponsors



Why they buy

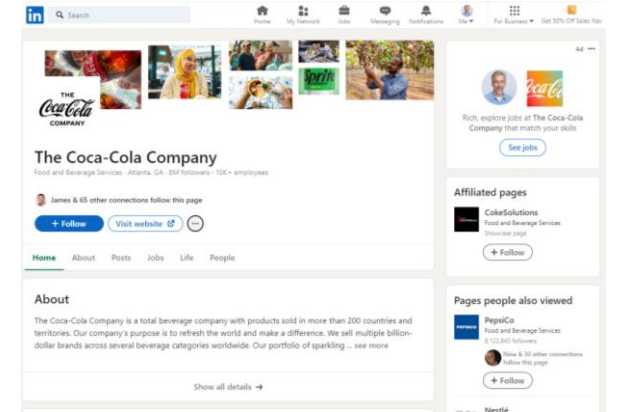
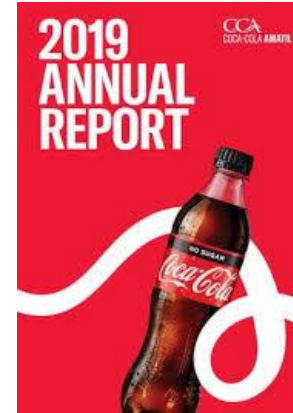
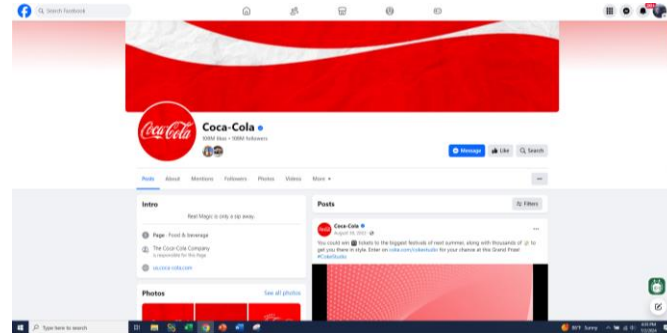
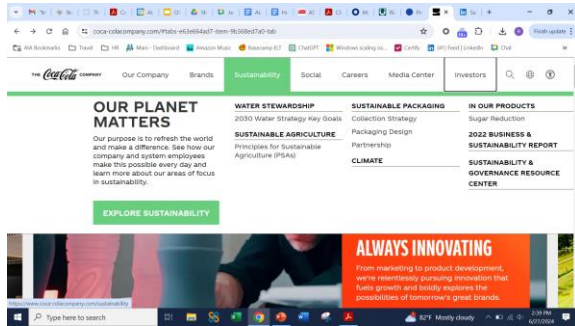
- Brand awareness
- Integrating marketing campaigns
- Product launches
- Rebranding
- Gifting
- Meetings & events
- Client acquisition
- Incentive & recognition
- Safety programs
- Co-branding
- Co-op programs

The value of research

- Learn company initiatives
- Talk about their business (not yours)
- Right questions to ask
- Identify opportunities
- Credibility
- Point of arrival: “You know more about our company than most of the people that work here!”



How to do research



Who sells to the Fortune 500?

**COUNSELOR
TOP 40 2024**

**PPAI
100
2024**

**Small and medium-size
distributors just like you!**



Customers of distributors just like you!



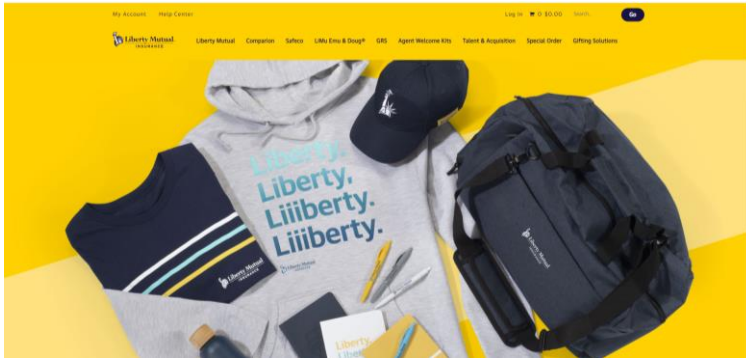
How to stand out & compete

- Use your research
- Link your ideas to company initiatives
- Service/speed/creativity
- Local business owner
- Brand guidelines
- Avoid procurement?
- Find online company store
- Minority certifications
- Be cautious with RFPs
- Offer to be their #2 or #3

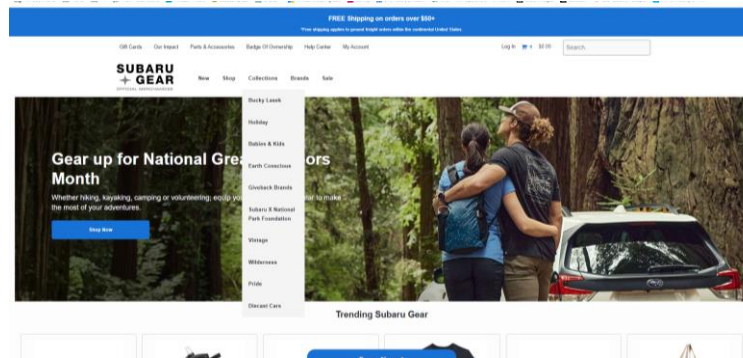


Company stores

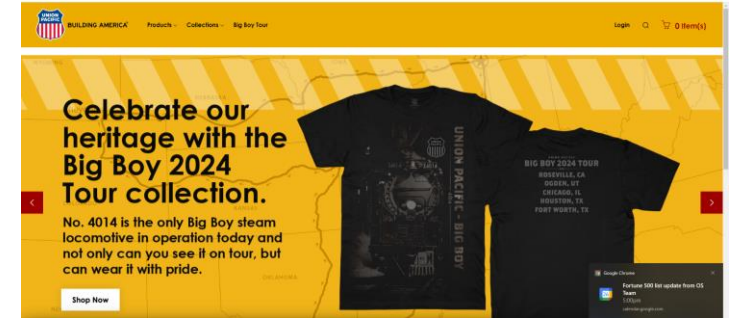
Great research tool



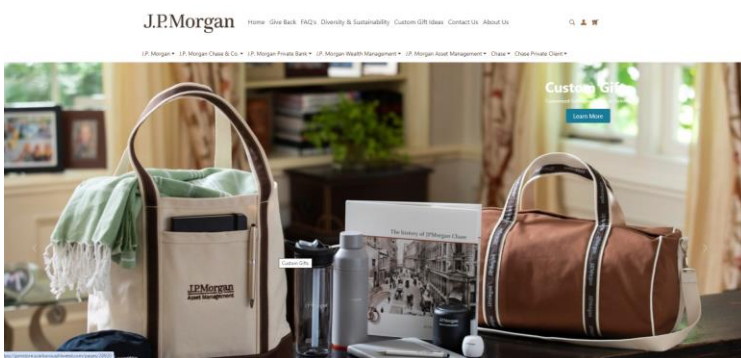
<https://libertymutual.corpmerchandise.com/>



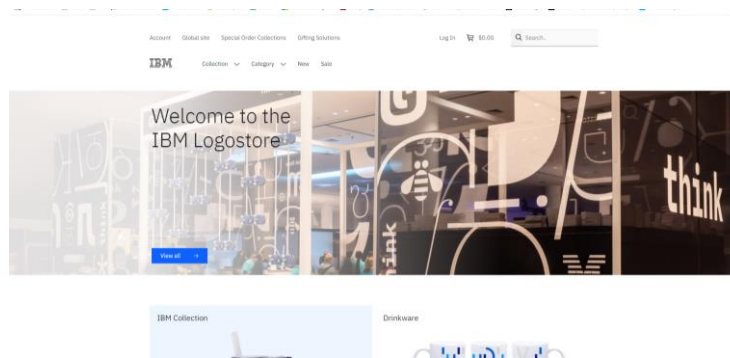
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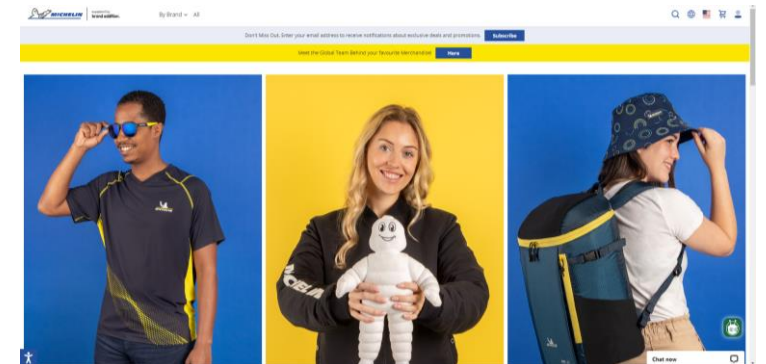
<https://www.mypromomall.com/unionpacific>



<https://jpmstore.scarboroughtwweed.com/>



<https://logostore-globalid.us/>



<https://www.brandedstore.com/TMIitems/shop.axd/ViewBrand>

Company stores

Great research tool

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We found 12 items

Sort By: Name (A-Z) ▾

Your Selections:



Tamarack Men's Jacket
\$48.00 sku: CHASE1732BK



Tamarack Women's Jacket
\$48.00 sku: CHASE1733BK



Eddie Bauer Men's Microfleece Jacket
\$43.00 sku: CHASE885197BK



Eddie Bauer Women's Microfleece Jacket
\$43.00 sku: CHASE885198BK



Men's Fleece Jacket - Pacific Heather
\$44.00 sku: CHASE885399PH



Women's Fleece Jacket - Pacific Heather
\$44.00 sku: CHASE885400PH



Bella + Canvas Unisex Fleece Full-Zip Hoodie - ...
\$35.00 sku: CHASE88875NY



Men's Core Soft Shell Vest - Gray
\$40.00 sku: CHASE1658WSLG

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We found 8 items

Sort By: Name (A-Z) ▾

Your Selections:



Stainless Steel Bottle - 20 Oz.
\$16.50 sku: CHASE1651



Sports Water Bottle - 25 Oz.
\$9.60 sku: CHASE1650



Thermal Water Bottle - Gray - 17 oz. (Chase logo)
\$15.99 sku: CHASE300



Recycled Tumbler - 24 Oz.
\$11.00 sku: CHASE1652NY



Stainless Steel Tumbler - 12 Oz. (Chase Logo)
\$6.30 sku: CHASE1643RO



Stoneware Mug (Chase Logo)
\$8.50 sku: CHASE88011K



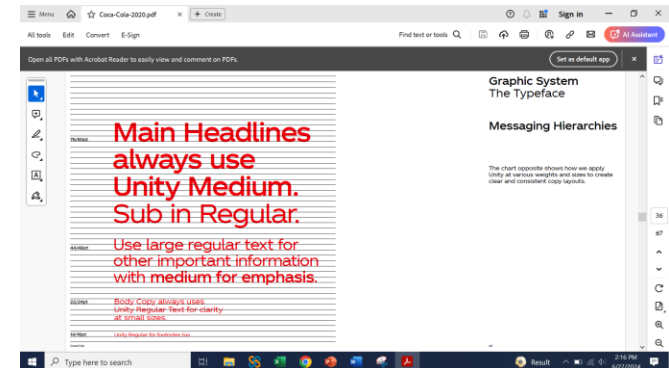
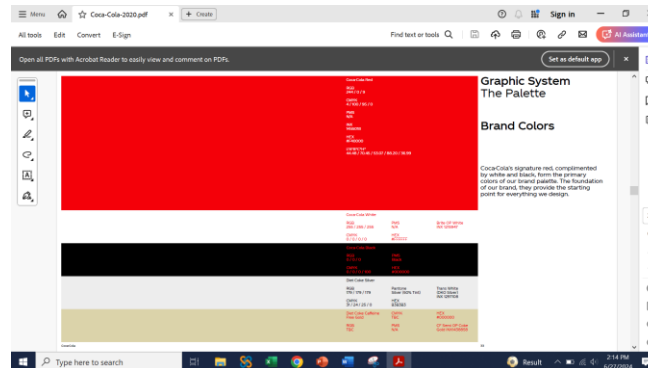
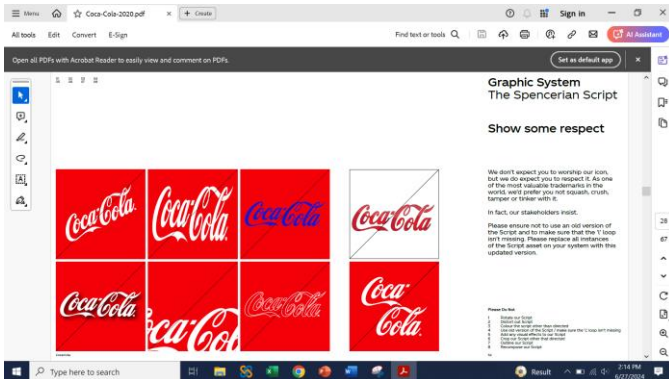
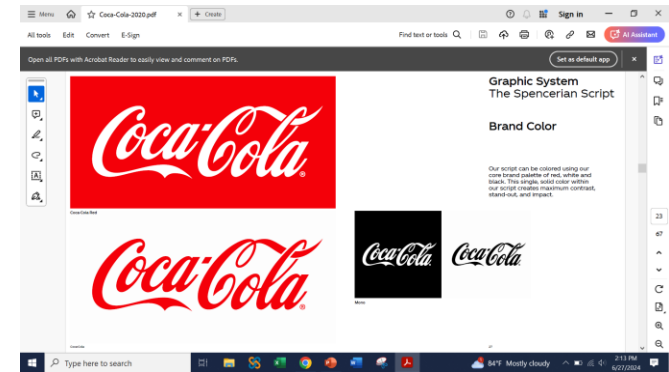
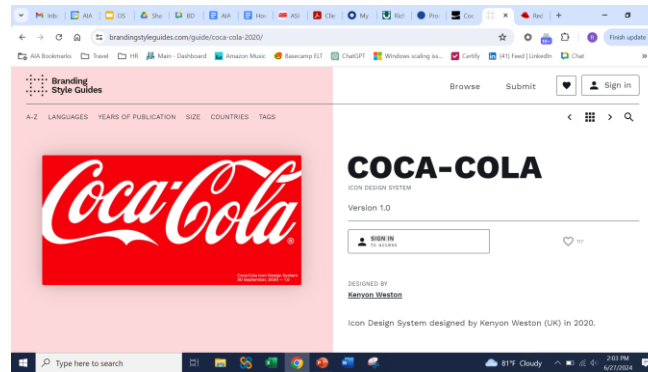
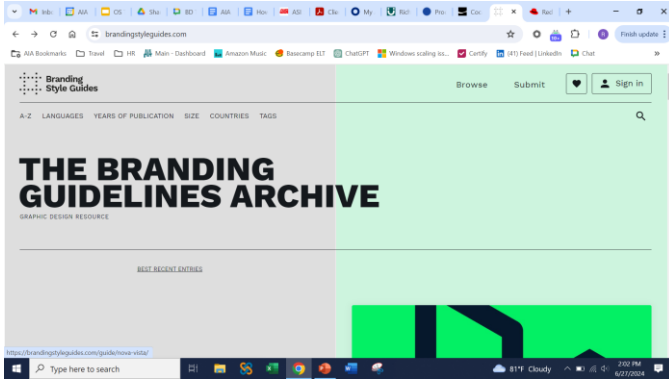
Wine FREEZE Cooling Cups (set of 4)
\$46.00 sku: ST88402



Corkcicle Whiskey Wedge (Chase Logo)
\$28.30 sku: CHASE885125

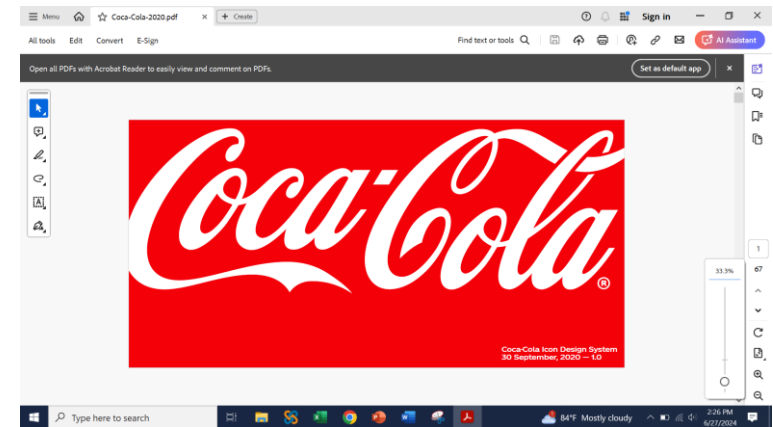
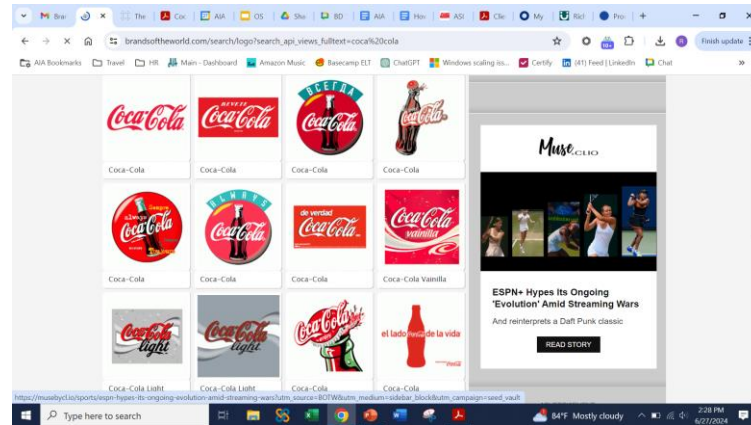
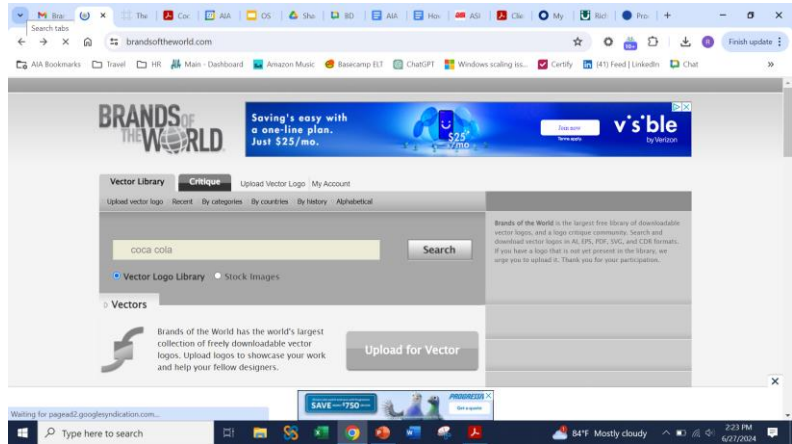
Branding style guidelines

<https://brandingstyleguides.com/>



Brands of The World (vector art)

<https://www.brandsoftheworld.com/>



Procurement

Avoid or embrace?

- Friend or foe?
- RFPs
- Pricing exercises
- Reverse auctions
- Contracted margins
- Preferred suppliers
- Compliance
- Maverick spend



Resources & support

Distributor groups can help you!

- Preferred suppliers
- Order financing
- Business coaching
- Selling strategies
- Mastermind groups
- Order-management system
- Supplier webinars
- Prospecting programs
- Product search engine
- Online stores
- Marketing
- CRM
- Research tools
- Technology integrations



Thank you

Q & A





**Share your feedback
on the session with us!**



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