



Advertising  
Specialty  
Institute®

## **Differentiate or Go Home: Surviving in a Highly Competitive Market**

Cliff Quicksell, MASI  
Cliff Quicksell Associates  
[cliff@QuicksellSpeaks.com](mailto:cliff@QuicksellSpeaks.com)

# Question...



What One  
**Nugget**  
Will  
You  
Leave With  
Today?



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**

# Disruptors in the Industry



## Buyer 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

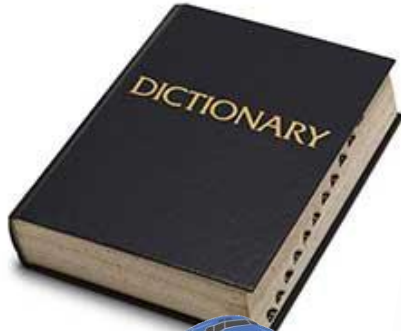
Product Safety, Tariffs, Social Media, Terrorism, Freight Inventory Levels, Staffing, Political Unrest



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# 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			

Printable Calendars From 123Calendars.Com



**EVERY STEP OF THE WAY™**



Advertising  
Specialty  
Institute®

# Technology



**1950 to 2018**  
It's Their Vantage Point



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**



# Commonly Perceived Differences



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Today's Buyers

Young & Assertive, Multi-tasker, WEB-SAVVY



Advertising  
Speciality  
Institute®

EVERY STEP OF THE WAY™



**What Do  
Clients Think?**



**Industry  
Survey  
Perception is  
Everything**



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**

# 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

**EVERY STEP OF THE WAY™**



Advertising  
Speciality  
Institute®

# Introspective View

**Products With Your Logo - 18,000 + Items. New for 2012.**  
[www.pinnaclepromotions.com/2012](http://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/](http://www.4imprint.com/)  
New for 2012, Free Art, 24hr Rush!

**70% Off Closeouts** | **Unordered Apparel - Exclusive Items - 24-Hour Rush**

**Promo Products Under \$1 | [amsterdamprinting.com](http://amsterdamprinting.com)**  
[www.amsterdamprinting.com/Promo](http://www.amsterdamprinting.com/Promo) - ★★★★★ 70+ 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/](http://www.promotionalproducts.com/)  
Ads for the best deals on the hottest **Promotional Products**.

**Promotional Items | Custom Incentives | Printed Premiums ...**  
[www.gallantgifts.com/](http://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/](http://www.crestline.com/)  
We Make Your Logo Look Its Best!  
1000s of Custom Promos, Fast Ship

**Promotional Products**  
[www.staple.com/](http://www.staple.com/)  
Quality Products  
Get Best Price

**Promotional Products**  
[www.epron.com/](http://www.epron.com/)  
15,000+ Top **Promotional Sale Items!**  
Free Samples. 1 Day Rush. Shop Now.

**Promo Product**  
[www.qualitylogoproducts.com/promos](http://www.qualitylogoproducts.com/promos)  
**Promotional Products & Giveaways.**  
Low Minimums - 1 Day Rush Service.  
+ [Show products from this advertiser](#)

**Promotional Products**  
[www.superiorpromos.com/](http://www.superiorpromos.com/)  
Save 10% on Our Unmatched Selection  
Free Art Services. Free 24H Service

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



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

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

The screenshot shows the homepage of QuicksellSpeaks.com. 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 the "360° Guarantee" section. The main navigation bar includes categories like Apparel, Auto, Home & Tools, Bags, Drinkware, Food & Beverage, Office, Outdoor & Leisure, Stationery, Technology, Toys & Novelties, Trade Show & Signage, Wellness & Safety, Writing, and See More. A search bar is located on the left. The central banner features a woman's portrait and the text "Free and Easy." followed by "FREE samples, FREE art assistance, and lightning-fast service from people who care make ordering easy." and "Our 360° Guarantee® makes ordering risk free." Below this is a testimonial: "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." To the right of the banner is a blue box titled "360° Guarantee®" with 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." A green button labeled "Find Out More" is at the bottom of this box. Below the banner are "QUICK LINKS" for "hottest products" and "closeouts", a "What's hot right now" section with a "Sale!" badge, and a "Why try" section with bullet points for "Lowest Prices" and "On-Time Shipment".



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

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

93

Enter Catalog Item # or Keyword  Search [Advanced Search](#)

Apparel Badge Holders Bags & Totes Drinkware Lanyards Neck Wallets Pens & Writing Badge Ribbons New Products Sales & Closeouts 24-Hour Items

**QUICK SHOPPING CENTER**

- 24-Hour Items
- Closeouts
- Eco-Friendly Items
- New Promo Items
- On Sale Products
- Shirts & Hats
- Trade Show Products

**TRADE SHOW & EVENT ESSENTIALS**

- Badge Holders
  - Top Loading
  - Color Coded
  - Side Loading
- Badge & Ribbon Boxes
- Bags, Totes, Portfolios

Get **FREE** Samples and Special Deals. Sign up Now!  Enter Email Address  [Privacy Policy](#)

## Promote Smart. IT'S EASY!®

Join the tens of thousands of customers who have trusted us since 1964!

- ▶ **FREE** Samples! ▶ **FREE** Art!
- ▶ Your order is **FREE** if it doesn't ship on time!
- ▶ Lowest Prices or **Triple-the-Difference** Back!
- ▶ Over **600** 24-Hour items!



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™



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

20%



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# If You're not different...



Advertising  
Specialty  
Institute®

## You're the SAME!

EVERY STEP OF THE WAY™

# Constantly Reinvent...



1976



1976-1998



1998-2000



2001-2007



2007 - ?

## Analyze Your Brand...time for a change?



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Constantly Reinvent...



## *Specifically...*

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



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**

# Become the Disruptor, Not the Disrupted

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

...are you a specialist or a generalist?

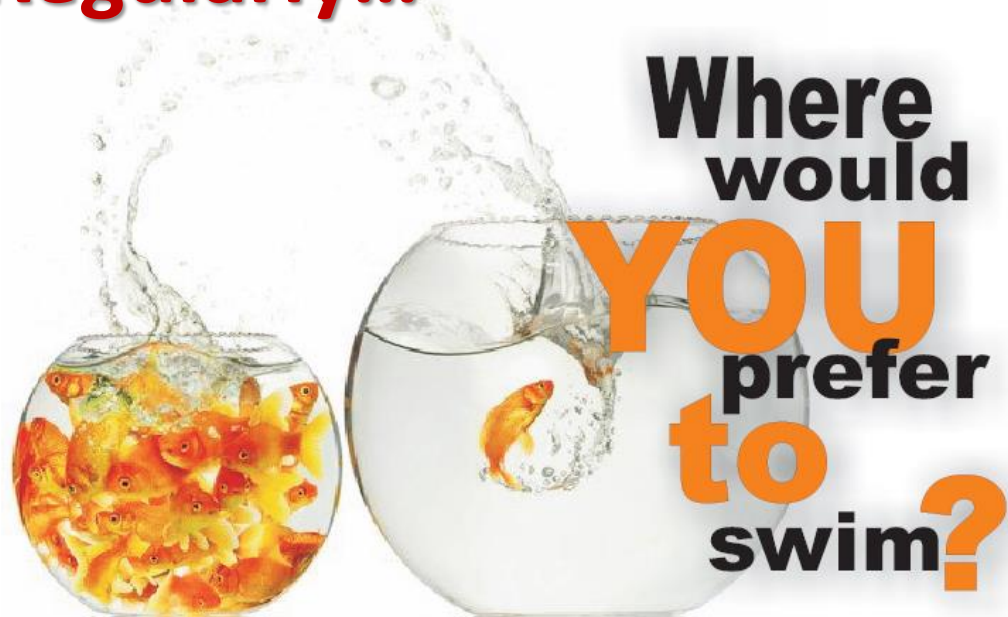


Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™



# Educate Regularly...



Where  
would  
**YOU**  
prefer  
to  
swim?

Promotional Products  
Industry?

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



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# In Every Industry There Are Specialists



**Where Would You Want To Spend Your Dollars?**



Advertising  
Specialty  
Institute®

**EVERY STEP OF THE WAY™**

# Consider Becoming a Specialist

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



## Amazing Benefits

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



Advertising  
Specialty  
Institute®

RY STEP OF THE WAY™

# DISRUPTER

Positive Change Agent



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Be Proactive...



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™



# 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

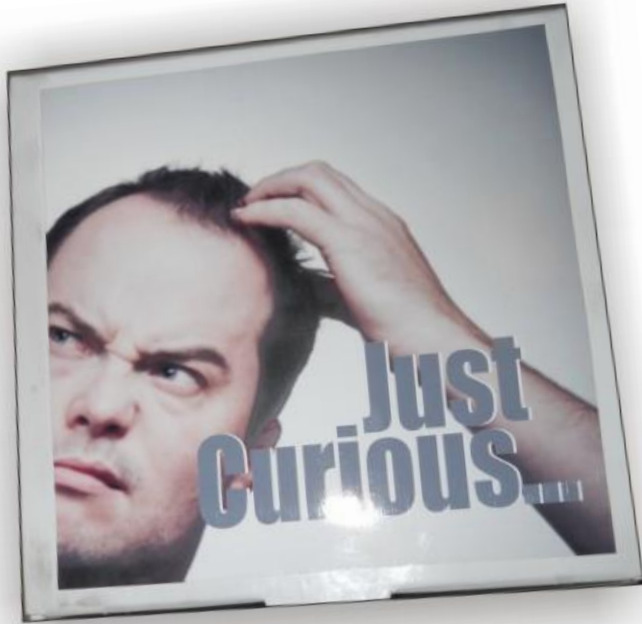
**45% Response Rate**

**EVERY STEP OF THE WAY™**



Advertising  
Specialty  
Institute®

# Take Risks ...be a disrupter



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Be First to Market...

“Company Branding” Campaign

~ Paul & Stephanie Zafarana – Easy Green Shop



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Differentiators & Disruptors

## They Know Their Worth

“Sales Feed Egos, Profit\$ Feed Families”



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™







# Where does it begin?



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™

# Questions



What One  
Nugget  
**DID**  
You  
Leave With  
Today?



Advertising  
Specialty  
Institute®

EVERY STEP OF THE WAY™



# Speaker's Contact Info

## About Cliff Quicksell, MASI

Having been a distributor owner for over 16 years, former director of sales & marketing for the \$185 million-dollar promotional marketing firm iPROMOTEu and launching two successful supplier companies from ground zero, Cliff now takes and shares that 37 plus years of knowledge and expertise as a full-time consultant, business coach and trainer. He provides personal one-on-one or group coaching & training. Regardless of your needs or challenges, he speaks your language –he is available by phone or in person for one-on-one hourly consultation or should you need more time, longer contracts can be arranged.

Sign up for Cliff's Weekly BLOG "30 Seconds to Greatness"



Cliff Quicksell, Jr., MAS+

President  
Cliff Quicksell Associates  
301-717-0615

[cliff@cquicksell.com](mailto:cliff@cquicksell.com)



Advertising  
Specialty  
Institute®



You can also purchase his **NEW** *Creative Marketing Journal* along with various other education topics on both CD and DVD at his website at

[www.quicksellspeaks.com](http://www.quicksellspeaks.com)

**EVERY STEP OF THE WAY™**