



Advertising
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Creating Connections & Commerce With Promo Products

Carolyn Strauss, CSP

Let's have a conversation... the genius is in the room!



18 Years on HSN



How Does HSN Sell Everything?



X CLOSE

Brand New
187-419
CSC® studio
Convertible
Tunic

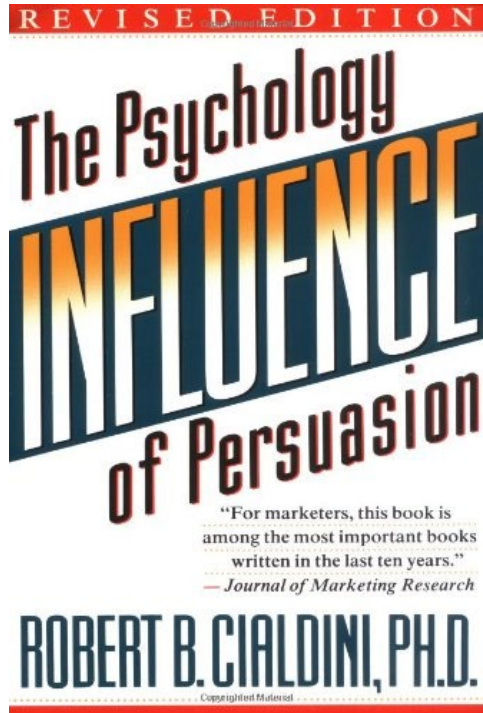
HSN Price
\$39.90
S&H \$6.21

800-284-3100
HSN.COM

Black Multi or Black/White

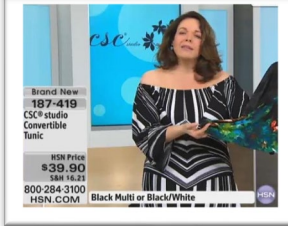
The image shows a woman in a black and white striped tunic on a studio set. The background has a blue screen with the CSC studio logo. A product information overlay is on the left, and the HSN logo is in the bottom right corner.

The Art of Persuasion



- Reciprocity
- Scarcity
- Authority
- Commitment and Consistency
- Liking

How Does HSN Sell Everything?



Create Connection/ Rapport by Going into People's Homes/ Devices

How Does HSN Sell Everything?



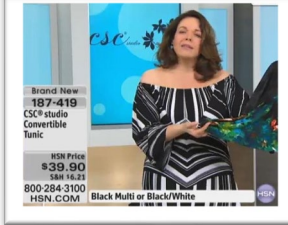
Know what the product can/ will do for the buyer

How Does HSN Sell Everything?



Answer any questions that may be in the customer's mind

How Does HSN Sell Everything?



Ask for the sale



How you help your clients, not sell to them



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EVERY STEP OF THE WAY™

How you help your clients, not sell to them



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How you help your clients, not sell to them

- ❖ Clearly articulate how you help your clients

- ❖ What is your uniqueness in your market

- ❖ Why do your clients come to you?



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Who are you connected to?

Using existing resources to re-engage with your network

- ❖ Is your database up to date and relevant?
- ❖ How will you reach out to engage? Email, Messenger, Facebook, Linked-in, Tic Tock
- ❖ Send prospects something new



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Creating Connection

- ❖ Reach out to your connections (go back at least to 2018)
- ❖ Check in on what is new with them (everyone has changed in some way over the past several years)
- ❖ Share something new with you that relates to them.



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Easy content curation tips

- ❖ Find videos/ articles that are relevant to them and share (choose a cycle of touch points that work for you)
- ❖ Follow them on Social Media and respond to their interests
- ❖ Create a resource page (your products, offerings and other vendors/ experts that may serve them)



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Successful video marketing tips

- ❖ Record testimonials and attach them to your email
- ❖ Use a video recording tool to record a personalized greeting to your buyer
- ❖ Demonstrate your products being used by the end user



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How to we recognize and get support



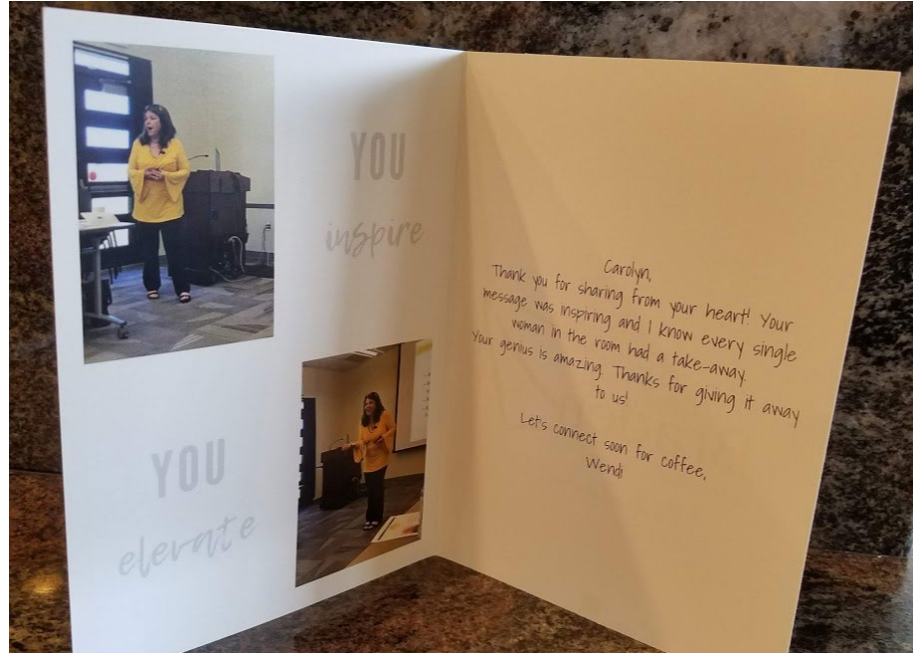
Create a
Mastermind
group

Find people
who serve
your same
buyers and
create joint
ventures

Bonus Tip

Follow up

Send Thank You Notes



*Get Connected:
Carolynstrauss.com*

Thank you



www.carolynstrauss.com
[@carolynstrauss](https://twitter.com/carolynstrauss)

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[SurveyMonkey.com/r/FW_22.](https://www.surveymonkey.com/r/FW_22)