

Education Day Wrap-Up: Tactics & Takeaways

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Cliff Quicksell, Cliff Quicksell & Associates

- Shifting mindsets
- Igniting your brand
- Creating differentiators
- Building positive impressions
- Driving profitable returns

Joan Miracle, ASI

- Self-promos show you believe in the power of promo products – and they can lead to sales.
- Consultative selling strategies can be more effective than just order-taking.
- Target at least 1 new industry and 1 new local customer before 2025.
- ESP+ is the next-generation ESP Platform and includes AI features, an interactive client portal and numerous other features.

Martine Cadet, Kaderique Consulting Group

- Understand and emotionally connect with your buyers for effective conversion.
- Emphasize quality over quantity by fostering conversations before conversions.
- Leverage storytelling and simplicity in your video production by using AI tools.

Bill Petrie, brandivate

- Restrict your thinking
- Non-Time & No-One
- Think INSIDE the box
- Stop Selling

Mary Furto, PCNA

- **Holiday Trends:** Get ahead on the gifts your customers want.
- **Knowledge Is Power:** Gain a strong understand of key product categories.
- **Social & Environmental Giveback:** Know you're making a difference.

Carolyn Strauss, Carolyn Strauss Consulting

- Be clear on who you are, what your offer is, and what to say or do to close the sale.
- Choose your 3 adjectives for what you provide – and live from them.
- Learn the “Exactly What to Say” phrases, rehearse them, and know which to apply and when.

Jenna Sackett, Stahls'

- Embrace the flexibility and efficiency of heat printing to enhance your company's product offerings.
- Leverage custom promo products to build brand awareness and foster stronger connections with your clients and prospects.
- Expand your business by creating high-quality, impactful logoed items that leave a lasting impression.

Jay Busselle, FLEXpoint

- A foundational piece of building a successful brand and business is learning the art of differentiation.
- How will you choose to stand out in a sea of similarity? What problems and challenges do your customers face that you are uniquely qualified to solve? *Transactional vs. Emotional*
- Create a Relevant or Personal Content Accelerator so you're prepared to share intentional and meaningful content online.

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