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# How To Win the Business of Fortune 500 Companies

Rich Berg, AIA Corporation, July 24, 2024

# Introduction

- Rich Berg
- AIA Corporation
- SVP Owner Success & Business Development
- 19 Years in Promo
- Large Distributor Experience
- Fortune 500 Clients



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# What You'll Learn

- Why the Fortune 500
- How to find buyers
- Why they buy
- The value of research
- How to compete
- Strategies & tactics
- The role of procurement
- Resources & support



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# 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!*



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# Big Profits

- What 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
- You still have to ideate, source, quote, process, ship, deliver, bill, and collect



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# How to Find Buyers, Influencers & Decision-Makers

- Marketing
- Brand Management
- Product Management
- Meeting & Events
- Sales
- HR
- Executive Admins
- *Procurement?*



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# How To Find Contact Information

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are filters for 'Company' (The Coca-Cola Company), 'Function' (Product Management, Marketing), 'Current job title' (senior brand manager), and 'Seniority level' (Senior). The main area displays a list of search results for 'Senior Brand Manager' at 'The Coca-Cola Company' in Atlanta, Georgia. Profiles shown include Brittany Rogers, Jessica Bernard, Matteo Cerbino, Stephen Guss, and Sadah Ellison. Each profile includes a photo, name, title, company, location, and a brief bio. A detailed view of Jessica Bernard's profile is shown on the right, including her current role, previous roles, and an 'About' section.

The screenshot shows the Seamless.AI search results for 'Rich Berg'. The interface includes a search bar and navigation tabs for 'Contact', 'Email', 'Phone', 'Domain', 'Company', 'Org Chart', 'Location', and 'AI Writer'. The profile for Rich Berg is displayed, showing his title as 'Senior Vice President Owner Success at AIA Corporation'. The 'Contact' tab is active, showing various contact details: Title, Company (AIA Corporation), Website (aiacommunity.com), Domain (aiacommunity.com), Email (rberg@aiacorporation.com, richardberg@att.net), Phone (920.886.3700, 800.460.7836), Seniority (VP), and Department (Support). Social media links for Google Research, Local Weather, Local Sports Teams, News, LinkedIn, Twitter, Facebook, and Google are also listed.



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# Decision-Makers

A decision-maker

can say yes when  
everyone else says no

and can say no when  
everyone else says yes



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# Who They Buy For

- Customers
- Prospects
- Employees
- Channel Partners
- Sponsors



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# Why They Buy

- Brand Awareness
- Marketing campaigns
- Product launches
- Rebranding
- Gifting
- Meetings & events
- Incentive & recognition
- Integrated marketing
- Safety programs
- Co-branding
- Co-op programs



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# The Value of Research

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

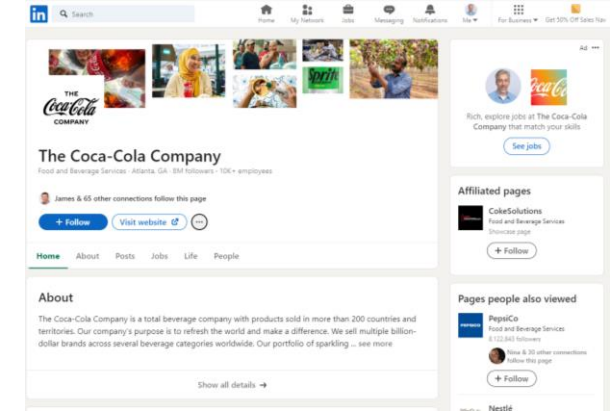
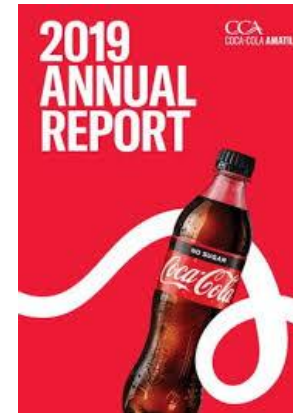
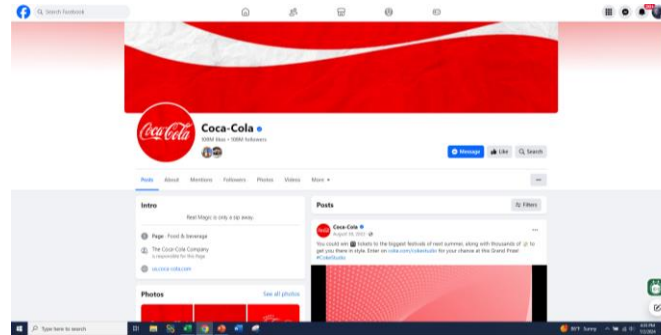
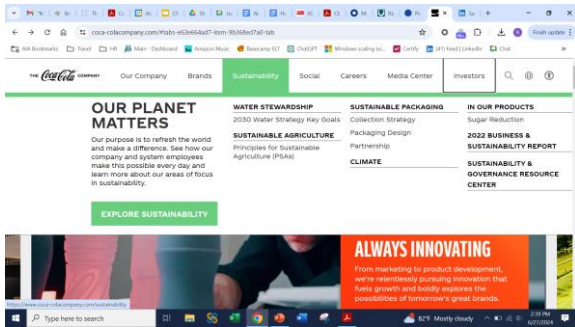


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# How To Do Research



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# Who Sells to The Fortune 500?

**COUNSELOR**  
**TOP 40** 2023  
DISTRIBUTOR

**PPAI**  
**100**  
2024

**Small and medium sized  
distributors just like you!**



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# Customers of Distributors Just Like You!



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# How To Compete

- Use your research
- Tie concepts 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

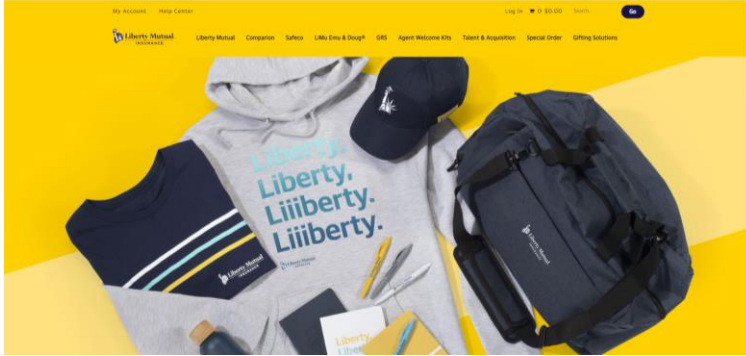


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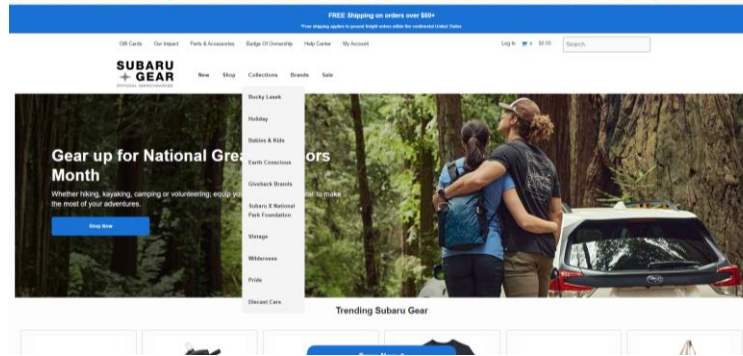
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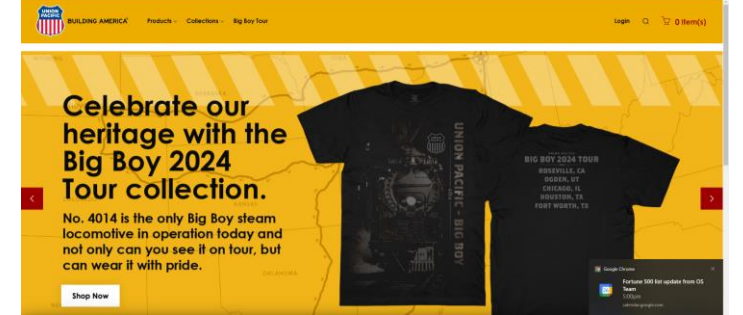
# Company Stores



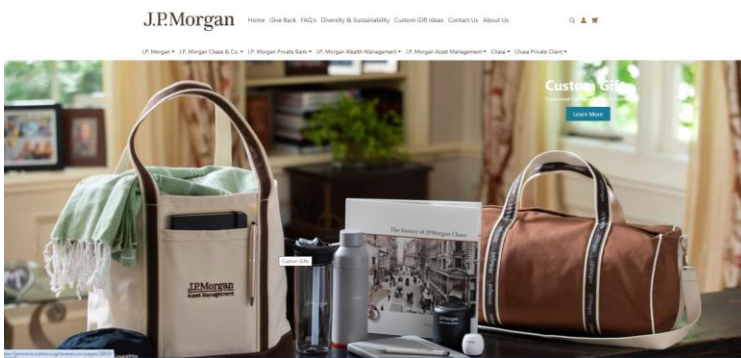
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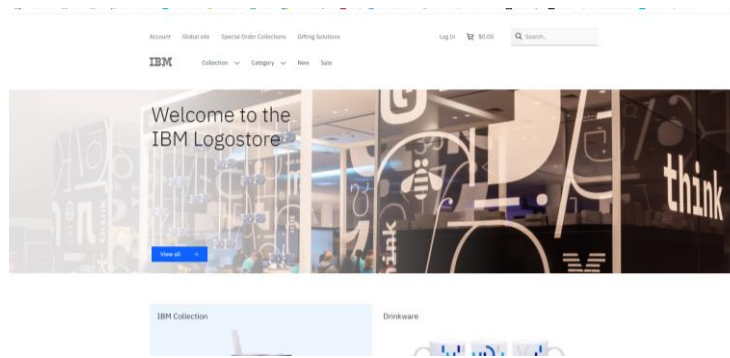
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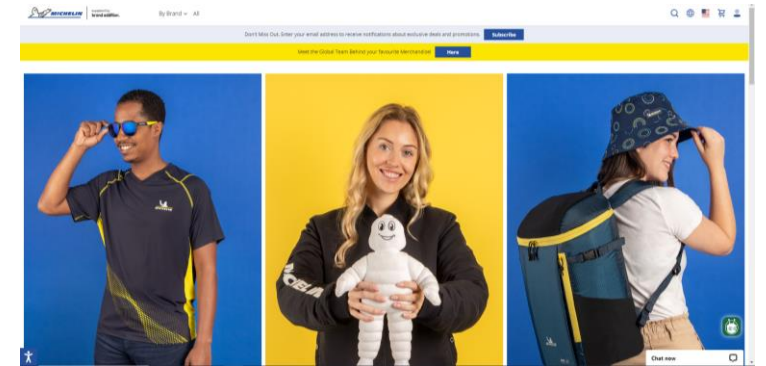
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<https://jpmstore.scarboroughtwweed.com/>



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



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



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asicentral.com

# Company Stores

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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

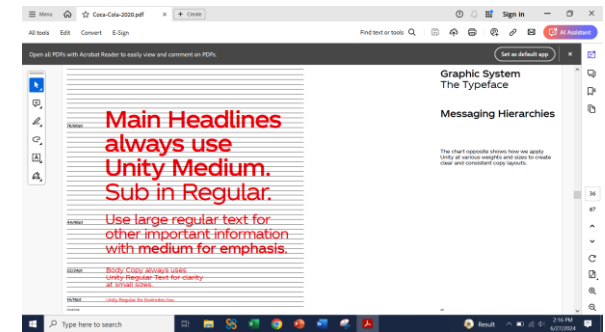
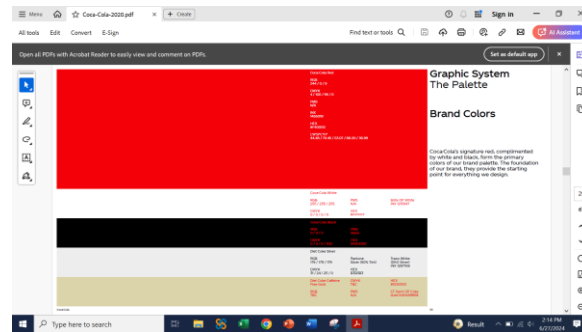
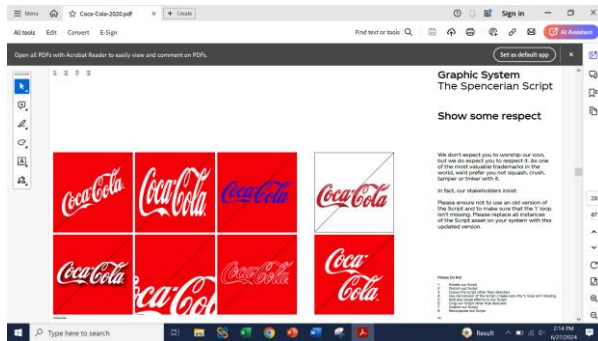
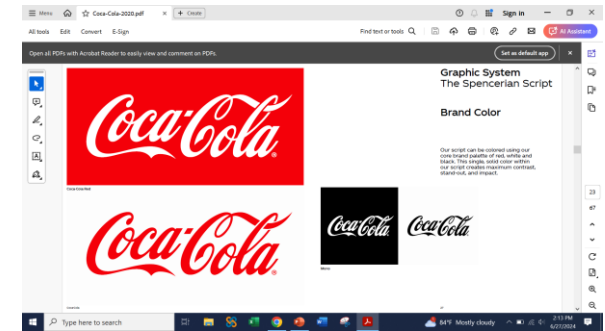
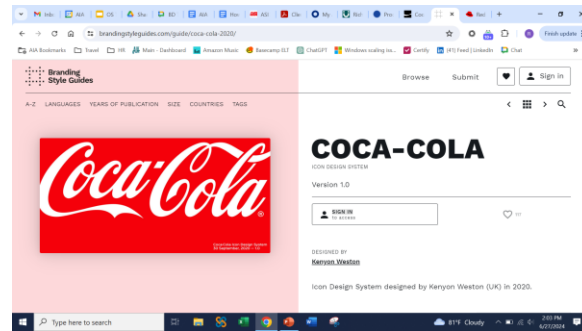
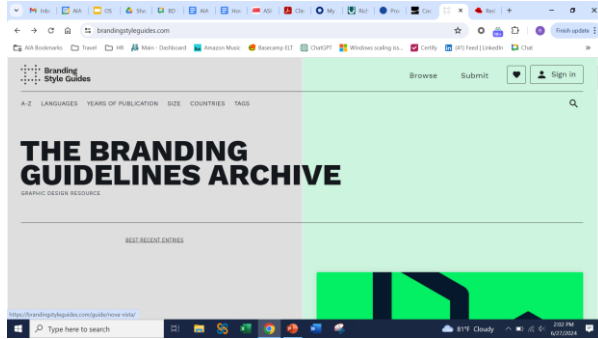


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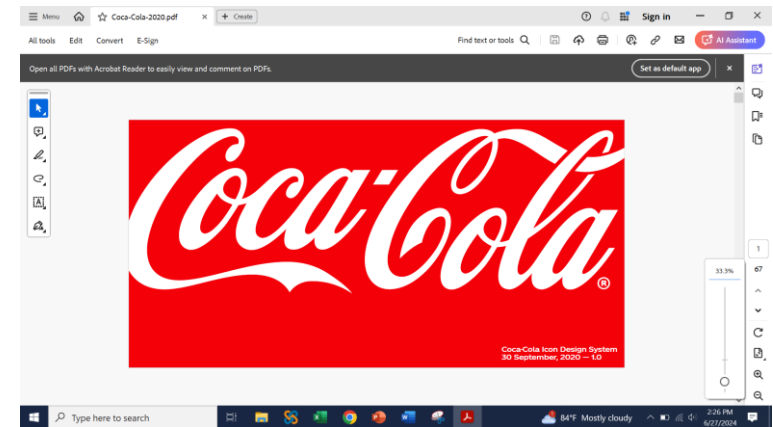
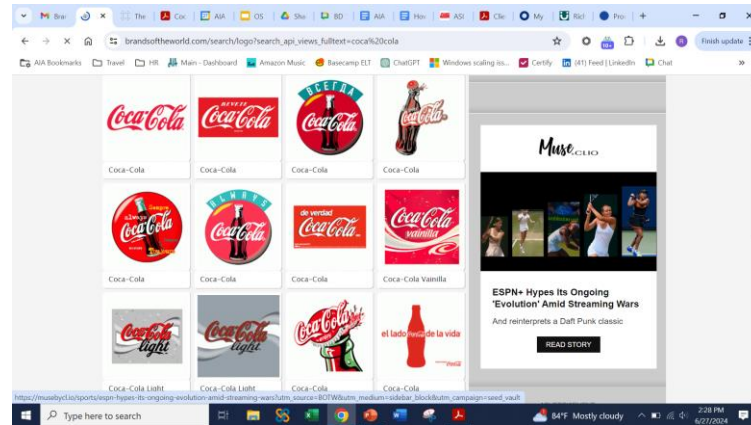
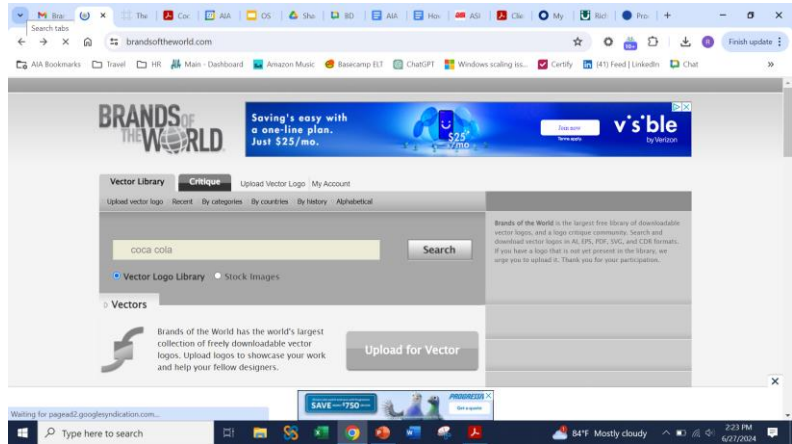
# Branding Style Guidelines

<https://brandingstyleguides.com/>



# Brands of The World (Vector Art)

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



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# Procurement

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



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# Resources & Support

- Preferred suppliers
- Order financing
- Business coaching
- Sales coaching
- Mastermind groups
- Order management system
- Product search engine
- Online stores
- Marketing
- CRM
- Research tools
- Technology integrations



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# Thank You



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