

# Five Biggest Threats Facing Promotional Products Distributors

presented by  
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# In This Webinar...

- Real Threats vs. Perceived Threats
- Reveal the Five Biggest Threats facing distributors today (and more importantly, what to do about them!)
- Three Skills we need to get great at
- The Six Steps to Customer Acquisition
- A brief commercial message
- Answer a bunch of your specific questions

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# The Threats

- Threats are not \_\_\_\_\_
- Taken from ASI's State of the Industry Report and based on feedback from the primary contacts at \_\_\_\_\_ distributor companies
- Today, we'll talk not just about the \_\_\_\_\_, but more importantly, what to do about them.

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## The Threats

- Mostly we're afraid of the \_\_\_\_\_ (and competitors with \_\_\_\_\_!)
- We're an industry of small businesses
- We're afraid of people who have \_\_\_\_\_ and aren't afraid to \_\_\_\_\_ it
- Important: Out-spending and out-marketing don't always go together!

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## The Threats

- How much is actual threat? How much is perceived threat?
- If you lose 80% of your business to a particular \_\_\_\_\_, that's a real threat.
- Don't interpret an event as an \_\_\_\_\_
- Be aware of threats, but don't let your fear of them paralyze you into \_\_\_\_\_
- Don't overestimate, \_\_\_\_\_!

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## The Five Biggest Threats (& What to Do About Them!)

1. \_\_\_\_\_ selling promotional products
  - It's a different business model and different type of client (think Amazon.com vs. Barnes & Noble)
  - Focus on \_\_\_\_\_ they don't have
    - Personal, human interaction
    - Warm, personal relationships
    - Personal accountability
    - Know, like, trust?
    - Targeting people who want that

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## The Five Biggest Threats (& What to Do About Them!)

2. Other \_\_\_\_\_
- We're not afraid of all, just \_\_\_\_\_.
  - Know your \_\_\_\_\_
  - Focus on promoting and delivering based on your unique \_\_\_\_\_ (different strengths appeal to different clients)
  - Out-market and out-perform them
  - Have a repeatable \_\_\_\_\_ for converting total strangers into paying clients

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## The Five Biggest Threats (& What to Do About Them!)

3. Industry \_\_\_\_\_ that sell direct
- How much of a threat, really?
  - It's a desperate move and desperation is not a good business model
  - We choose who to use, not use, recommend and not recommend
  - Don't interpret an \_\_\_\_\_ as an epidemic
  - Share information with your \_\_\_\_\_ about who's doing what

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## The Five Biggest Threats (& What to Do About Them!)

4. Large distributors \_\_\_\_\_ in your territory
- "Large distributors" often \_\_\_\_\_ other individuals or small businesses like yourself
  - Fact: They may have \_\_\_\_\_
  - Marketing - If they actually \_\_\_\_\_ it.
  - Pricing - If they get in front of enough \_\_\_\_\_ to tell.
  - Brand recognition - If they \_\_\_\_\_ it.
  - Be the best at customer acquisition, conversion and \_\_\_\_\_ and it won't impact you.

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## The Five Biggest Threats (& What to Do About Them!)

5. \_\_\_\_\_ distributors
  - Screen printers, offset printers, embroiderers, some ad agencies, etc.
    - Very often \_\_\_\_\_ & \_\_\_\_\_
    - Many never bother to \_\_\_\_\_ it or promote it
    - Once again our only real \_\_\_\_\_ is those who do it well
    - Outperform them at \_\_\_\_\_, conversion and retention and you win

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## In a Nutshell...

- The biggest threat is that we \_\_\_\_\_...
- The way to address it is to out-market & out-perform them at every \_\_\_\_\_
- \_\_\_\_\_ does nothing, only learning, thinking & action cure
- Essentially, we have to get good at \_\_\_\_\_ things...

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## Three Key Drivers of Success in Promotional Products Sales

1. Driving a steady stream of \_\_\_\_\_ to your door
2. Converting those \_\_\_\_\_ into profitable \_\_\_\_\_
3. \_\_\_\_\_ clients we create in the process (to maximize customer value)
  - It all starts with \_\_\_\_\_

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### Just Three Choices...



You have three options:

1. Do Nothing
2. Figure it out for yourself
3. Risk NOTHING and put *Top Secrets of Customer Acquisition* to work in your business for one full year

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### Answers to Your Specific Questions

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### One Final Thought...

*"Most successful people have not achieved their distinction by having some new talent or opportunity presented to them. They have developed the opportunity that was at hand."*

-- Bruce Marton

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