

Chapter 6

Results, Results, Results

■■■ You can make a huge shift in your income by focusing **on selling the RESULTS** your customers can achieve using a promotional product, rather than on just the product itself.

Your customers may be buying pens or coffee mugs from you, but what they are **really purchasing are solutions to their business challenges**. Position yourself as a professional by concentrating on the solutions you provide for your customers.

Problem solved!

Here are just a few of the **problems promotional products professionals solve** through the products they sell. Promotional products can help your customers:

- **Attract** more business
- **Build** goodwill
- **Motivate** their employees
- **Help** their employees work more safely
- **Launch** a new product

Meeting the challenge

Your job is to find out what **your customers' greatest business challenges are and then show them how using a promotional product can help them meet those challenges**. Instead of selling giveaways, which get discarded easily, sell them a promotion that will get them the results they are trying to achieve.

Customers buy results

Remember, customers buy RESULTS – not just products. When working with a prospect or customer, the first three questions I ask are:

- *What is the purpose of your promotion?*

- *What result do you want to achieve?*
- *Who will be receiving this promotion?*

Make it your business to find the perfect product and the right message about that product, and let them work together to bring in the results your customers want. My favorite promotion, which I introduce below, is a great example of how promotional products can play many roles – AND bring in LOTS of business!

My Favorite Promotion

More than just a mug

One of my favorite promotions features a coffee mug campaign that I developed for a local medical group. Their goal was to build goodwill with their patients and generate more referrals. We decided to send their patients a mug filled with flowers or candy, with a warm message imprinted on it: *YOU WERE A WONDERFUL PATIENT.*

More than just a logo

As a result of this unique promotion, their patients never forget them or their kind gesture. Had I just put their logo on the mug, it would never have gotten the response that it did – a dramatic increase in phone calls and referrals to the medical group.

More than just a result

Because I took the time to understand my customers' needs and didn't just slap a logo on a mug, they got exactly the results they wanted. This, in turn, generated many repeat orders for me. In fact, this promotion drew such a great response, it was mentioned in the local paper, which in turn drew even more attention AND more business to this practice, as well as to my own business, which was prominently mentioned in the story.

INSIDER Information

Targeted promotion saved bakery thousands

Several years ago, a national bakery, which is a customer of mine, was struggling with an increased number of accidents occurring in their baking facilities. These accidents were costing the company thousands of dollars in lost revenue. After each

incident they had to shut down the plant for several hours and cover the resulting workers' compensation costs.

A VERY Hot Button

This was one of their toughest business challenges and definitely a Hot Button that needed to be addressed and resolved. The Human Resources Department called me in to work with them on a safety program that would do just that. Together we developed a program that rewarded employees for months during which accidents did not occur.

Each month that an employee worked without a lost time accident, he or she received a promotional gift and a special luncheon. At the end of the year, these employees also received a beautiful jacket and a special bonus.

Increased savings, not spending

An entire year went by without a single lost time accident, resulting in thousands of dollars in savings for the company and an established reward program that cut costs and fostered safe practices. *A great example of how promotional products can result in increased savings instead of increased spending.*

► *What Can You Do Now?* ◀

- Make a list of the last five promotions you developed. What were the **results**? What could you have done differently?
- Always look for ways to **create programs that generate profits** for your customers -- think in terms of safety, motivation and customer retention.
- **Learn more about how to develop promotional programs that boost business** for YOU and YOUR customers, at industry trade shows.