

# 21 Tips Guaranteed To Boost Your Income!

## A Promo Biz Coach Special Report

All of these tips are elaborated on in my new book and audio program: *How To Make More Money In Promotional Products Sales: The Ultimate Profit-Boosting Program*. This program is your blueprint for success. It has been more than twenty years in the making and is the result of everything I've learned about how to grow a highly profitable business in record time. **You don't have to reinvent the wheel. I've done the work for you!**

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### Tip # 1

**Plan for success. Be forward thinking.** Spend time every week working on your business as well as in your business. What does that mean? It means you need to spend some quiet time every week looking at what is working and what isn't. **Use a weekly management report.** Know your cash position at all times. This includes your receivables and payables as well as what you have in the bank. **Staying on top of the money owed to you, getting deposits and collecting faster can be a tremendous help in boosting your income.** (Read more about this profitable habit in Chapter 1 and Chapter 20.)

### Tip # 2

**Work only with quality suppliers.** Forget about spending endless hours searching for the supplier that has the lowest price on an item. Instead focus on who can give you the best service and a quality product. I have an entire chapter devoted to this profitable habit. Use the checklist in Chapter 18 to select the best suppliers. Also, use the Yahoo email support forum for supplier recommendations and product ideas. (Read more about this profitable habit in Chapter 18.)

### Tip # 3

**Add a handling charge to all shipping costs.** It is perfectly acceptable to add a small handling charge on all orders. Adding ten percent is a good rule of thumb. This one habit can bring in thousands of dollars in increased revenue every year. (Note: Don't add this as a separate line item, instead build it into the shipping costs.)

#### Tip #4

**Keep the special pricing.** You don't have to pass on the EQP pricing and the special offers you get from your suppliers to all your customers. In competitive situations you may have to, but you are in business to make a profit first and foremost. **(Note: Many times the EQP discount greatly cuts into your profit margin.)**

#### Tip #5

**Get to know the regional supplier reps in your area.** Most suppliers have regional representatives that are there to help you. They can help you with ideas, special pricing and samples. They may also be available to do joint customer visits with you. **(Note: Call your preferred suppliers and find out who the regional representative is in your area is then set up a meeting.)**

#### Tip #6

**Network consistently.** In today's permission based era cold calls are almost impossible, a better way to grow your sales is by networking in a targeted way. Select two or more groups that attract your target market and go on a monthly basis. This is where a great "30-Second Commercial" and a unique business card can make a difference. Become a volunteer or a greeter to increase your visibility during the function. Seek to make a few quality connections, not to collect the most business cards. **(Read more about this profitable habit in Chapter 8 and Chapter 13.)**

#### Tip #7

**Seek referral and alliance partners.** Make a list of businesses and people who call on the same target market as you do. (Meeting planners, graphic designers, trade show display companies and printers can be good alliance partners for you.) Set up meetings with possible alliance partners. See how you can best refer business to each other. **(Read more about this profitable habit in Chapter 13.)**

#### Tip #8

**Follow up with all prospects within 24 hours.** Once you've become skilled at networking, you need to become great at follow-up. Use the call- mail- call system. Call, mail an article of interest or a catalog, wait a day or two and call again. Use the low-key approach of being of service and building a relationship before you sell a product. **(Read more about this in Chapter 16.)**

### Tip # 9

**Have a system for following up on orders.** What's the difference between sales superstars and ordinary sales professionals? Follow-up! This one habit can make a big impact on your income and eliminate unnecessary mistakes. **(Use the Order-Tracking Sheet in The Resource Section of The Manual to help with follow-up.)**

### Tip # 10

**Get a pre-production e-mail, fax or product proof on all new orders.** This is a business where the "devil's in the details." The last thing you want to do is print a high quantity order with a mistake. If the order is a rush order, make the customer aware that without a proof you cannot guarantee the imprint. There are times when it is better to walk away from rush orders than to risk making a mistake and having to pay for it! **(Read more about this profitable habit in Chapter 21.)**

### Tip #11

**Ask for a deposit and credit references on all new orders.** It is perfectly acceptable to ask for a deposit to cover your costs. This will improve your cash flow and is guaranteed to help you sleep better at night.

### Tip # 12

**Get a signed purchase order, letter of intent to purchase or credit card authorization on all orders.** This is for your protection. A handshake and a phone call just don't cut it in today's tight economy.

### Tip # 13

**Customize.** You can turn an ordinary product into a custom product by providing custom colors, imprint locations, special packaging or a new use for a standard product. And you can make more money with a custom product. Recently, I turned an ordinary employee ID holder into a child's immunization cardholder and sold thousands with several repeat orders to a national health plan coalition. Many top selling professionals are making more money by creating their own custom products.

### Tip # 14

**Reward your best customers.** Your top customers deserve to be treated better. Added services, special bonuses and reward programs will encourage more business. **(Read more about this profit-boosting habit in Chapter 12.)**

### Tip # 15

**Educate your customers.** Most customers and prospects are clueless about the myriad of services you offer. Consistently remind your customers about the many ways you can promote their businesses. Have a brochure or a one-page description of your services to leave with them. Include all the different services you offer. The last thing you want to hear is, “I didn’t know you could do that!”

### Tip #16

**Look for opportunities to up-sell every order.** What’s up selling? It’s adding complementary products on to every order. McDonald’s does it when they ask if you want fries with your burger. What can you add to every order you sell to increase the profit? **(Note: This one habit can add hundreds if not thousands of dollars on to your yearly profit)**

### Tip # 17

**Add a quality guarantee to all orders.** When you’re dealing with top quality suppliers this should be easy to do and will separate you from your competitors. **(Note: You will need to add a disclaimer on this for customers that are in a rush and insist on choosing products from suppliers that are not on your preferred list. See the Resource Section of the Manual for a sample of a quality guarantee.)**

### Tip # 18

**Focus on more profitable accounts.** Want to increase your profits? Focus on more profitable accounts. Look for accounts that can give you larger orders and repeat business at good profit margins. Weed out the problem accounts. You know who they are. They pay slowly, question your pricing and take up a good deal of time for a small amount of business. **(Read more about this in the Troubleshooting Section in the Manual)**

### Tip # 19

**Focus on top buyers.** Follow the money and focus on the top buyers of promotional items. Education, universities, healthcare and financial services are all top buyers of promotional items. Look for opportunities in these areas in your community. **(For a complete listing of Top Buyers refer to the Resource Section of the Manual.)**

### Tip # 20

**Follow the trends.** As a professional it's your job to stay on top of the current trends. People are living longer, but frequently with added health problems. Pharmaceutical companies are positioned for rapid growth, as are assisted living communities. Distance learning is another trend that is a growing market. Keep yourself abreast of current trends by reading publications such as the *Wall Street Journal* and business magazines. **(You can read more about how to increase your profits by "following the trends" in Chapter 17.)**

### Tip # 21

**Be of service.** The more I help people the more I get back in return. It's a universal law. Look for ways to be of service in your community and to your customers that doesn't involve selling. Encourage your customers to think of you as a valuable marketing resource. When you can't provide what they are looking for point them in the right direction.

**I would love to hear from you regarding your success using any of these tips. Please feel free to email me at [Rosalie@promobizcoach.com](mailto:Rosalie@promobizcoach.com) with your comments and success stories.**

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