

XENA'S PROMO BATTLE TIPS

A Sales Warrior's Guide to Getting the Most
from your Promotional Product Dollar



Greetings from sunny autumn Vancouver!

Is it just me or did this last month inject a new meaning to the term "busy?"

It's been a feisty full month of speedy product selections, efficient response times, race-speed branding production and jet-fast deliveries.

And so, it seemed fitting that I write about the **makings and breakings of promotional product miracles**.

Read on,

A handwritten signature in black ink that reads "Jenn".

Jenn

Promo-Product Miracles What Makes Them? What Breaks Them?

You've probably seen [Miracle on 34th Street](#) but have you ever heard of [Miracles on 34 West 2nd Street?](#)

This past month product suppliers, clients, some key team members at Image Group and myself converged to create miracles worthy of a page or two in the **Promotional Products Guinness Book of Records**, if there were such a thing.

A few of this month's miracles:

- 15,000 Stainless Steel Water bottles produced from China within twelve days and delivered on time.
- 200 branded travel mugs in the client's hands within 5 days on time.
- 7500 Custom-made tote bags produced and delivered from overseas

Issue 20

October 2008

Forward this newsletter
to a friend

Xena's Loyal Followers

"I'm sure you get a lot of these emails, but I have to say you've done an amazing job with this newsletter. It is very well written and fun too. I look forward to receiving these and read it right away from top to bottom. Impressive! Way to go Jenn, Great marketing at its best."

~ Susan Beauchamp, Director of Marketing
[Promotional Products Professionals of Canada](#)

"I enjoy receiving Jenn's newsletters. I love the humour and always find something that I can take away from them. I like the way that Jenn tries to educate us, the buyer, so that we are sure to purchase the right product everytime."

~Deb. Long Time Loyal Client.

"I loved your recent newsletter on green products. Your comment that 'Eco is not synonymous with quality' is an

in fifteen days.

· 4,000 mugs (they had stock!!) custom printed, shipped *and* delivered on time in fifteen days.

What makes Promotional Product Miracles and what breaks them?

What Makes Them?

- 1. Responsive Suppliers:** Product suppliers who can move fast, have the manufacturing capabilities, worker-bee staffing, skilled supervisors to manage the project, in-house artists who can produce art proofs ridiculously fast, and of course, the stock.
- 2. Responsive Clients:** People who are swift decision makers, are available by phone or email, are flexible to accept alternatives when the exact product they want isn't available, and who know that their responsiveness during the making of their miracle is vital if they want angels to sing when their product arrives.
- 3. Communication:** Clear, ongoing intercommunication between the client and their rep; the rep and their supplier; the supplier and their manufacturers. Then reverse that chain of communication and run it back again. It's a finely tuned machine of human interaction.
- 4. Shipping:** FedEx, Purolator and a select top few shipping empires are like clones of the Roman God, [Mercury](#) as they swiftly travel on winged shoes (Planes, trains and automobiles) with your goods to destinations across the globe - miraculously on time.
- 5. Customs:** Provided that all paperwork for clearance has been supplied (usually by the supplier and the rep.) the miracle of on-time delivery is dependant on customs clearing your goods in a timely manner.

What Breaks Them?

- 1. Changes to Your Art Work:** Keep changing your art and asking for new proofs and you will be met with in-hands date delays. What started as a "Yes, we can meet your event date if you get the art approved by noon tomorrow" will dissolve into, "Every time you change your art, we risk not meeting your in-hands date."
- 2. Delays in Approvals:** Whether it's placing the order in the time frames necessary or signing off on an art proof, delaying decisions and approvals is setting the supplier, your rep and yourself to fail in meeting your deadline.
- 3. Shipping Delays:** When the greater gods create weather chaos in the air-ways, road-ways or ocean-ways, thus forcing your winged mercurial shipping wonders to "get off the road", there *will be* delays.
- 4. Customs:** For reasons we are rarely privy to, customs can and will hold your product until they see fit to release it, even when the paperwork is provided. No amount of pushing them will budge their dug in heels. And that can potentially turn your heart-racing excitement of "almost making it" for your promo-miracle into heart-stopping dread if their inspection delays the final step for on-time delivery.

If you want a promo-product miracle what's it going to cost?

Big money, my friend. Deep pockets.

important point that other, less sophisticated vendors tend to miss. Good for you for providing true value and for being REALLY green - and not just a pale imitation."

~Daphne Gray-Grant
www.publicationcoach.com

Another accolade comes from Michael Katz's E-Newsletter on E-Newsletters. Click to read: [Put Your Newsletter on "Shuffle"](#).

Great Links

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Be prepared to pay for the privilege of having your order rushed to the front of the production line and expect hefty shipping charges. You need to **invest your time and focus completely** to make decisions and choices necessary to meet your timeline. And you need to **release the reins** to your rep and their suppliers.

You chose to work with them so you must also trust their efforts on your behalf and let them **perform the miracles that make promo-mountains move and the logo-waters part.**

About Xena Sales Warrior

As your **Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promo-needs.

To go the distance to communicate your message and have you stand out among your peers with warrior-inspired promotional products.

Bottom Line: Making you look great everytime.

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A Big Note Of Thanks

To my reader and editor extraordinaire, Eve Johnson, I send an ear-popping Xena Battle Cry of THANKS for your time and attention to making this newsletter the leader of the promo-pack.

Eve Johnson is a professional writer and certified yoga instructor and the co-owner of www.yogaon7th.com