

XENA'S PROMO BATTLE TIPS

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



Welcome back,

This is such an interesting time of year. It's the time we welcome (or not) the duality of the busyness of the holidays and the winding down of a busy business year.

Lately, I've been thinking about **personal contact**. About getting off my butt and getting to know clients beyond emails or blackberries as primary communication devices.

So, I did it. I got off my butt and took it on a plane ride. Have a read below about my recent field trip to my clients' site in Campbell River, BC.

My best to you,

Jenn

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Forward this newsletter to a friend

Xena's Loyal Followers

OK, must admit, that was a damn good read! (you can quote me on that beauty!)

~Ian Roberts. [Marine Harvest Canada](#)

I'm sure I've told you before but just in case, your Newsletters are fantastic. Can't image how much time it takes you to do them.

I look forward to them and always make time to read them.

~RHONDA THIBAUT
DIRECTOR OF PROJECT
MANAGEMENT
[MERCERCREATIVE](#)

"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."

Knowing Our Clients. Lessons From A Client Site Field Trip



I'm an email glutton. I reply, request and relay most of my business communications through email and if I *have* to, through a phone call.

Why? Well, I'm busy and my clients are busy so we go with the most efficient and, what we believe to be, most effective communication possible - email, blackberry or cell - or, if you're

a real diehard, all of those, although I hope not all at once!

I've been thinking lately, about how much time we spend emailing, texting, blackberry-ing, back and forth with our clients. Our every thought, question, idea or urgent need is fired off electronically at such fingertip numbing speed there must calluses on our calluses.

I wondered if, in all our frantic communications, **we really knew each other and our businesses**. Or, had we deceived ourselves into believing that faster, impersonal communication - and lots of it - was the best way to know our clients and their business requirements.

I decided it was time to shut off the email, step out of the office for a day, hop a plane to the island and visit my client, who'd long been suggesting I come out and "see what we do".

Here's what one day with my client taught me about doing business beyond email, blackberry or cell.

1. Face-to-Face brings people together: I've done a tremendous amount of business with this client - embroidered toques, fleece jackets, coffee mugs, soft shells etc. and appreciated every order. It wasn't until I stepped foot on their land, shook hands and chatted with Chris (see photo), and several other employees that I **saw the people beyond the promo-orders**. In a day of meeting and talking with as many of my client's employees as I could fit in eight hours, suddenly I was more than just their logo-gear gal. I was a partner in their business who contributed to keeping their people clothed, warm, dry and proud of the company they worked for. I left the visit with **a personal connection** with more people in one company than could have existed no matter how many emails were sent.

2. Know your people - know their needs: When I took that 30-minute plane ride to my client's site **everything changed**. I spent an entire day meeting people who needed and wanted my services and product ideas. Through talking with Chris and Joe at the hatchery, Joy at the plant, Gerry in research, Rocky in engineering and Sam in sales, my creative-idea brain was ready to burst with new insight into their promo-product needs. What one hatchery group may need in a wearable promo-product, will not necessarily be what the sales teams or research people need. By **learning who my clients were as people** I had new knowledge and insight that could allow me to be more creative with my promo-ideas for this client.

3. There is no substitute for direct contact: Yes it cost me air-fare and a full 12 hours before I was home again but there is no way any "time saving" device (email, blackberry etc.) could have offered me with the quality of information and personal connection I gained. And it's quite possible my client will feel **more committed to the business we do together** because I was the person who bothered to show up.

I doubt you or I could realistically manage full day visits to *all* our clients' offices. Heck, most of us have trouble grabbing lunch away from our

~ 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 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

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[Pantone Colors](#)

[Are "Green" Products Really "Green"?](#)

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Corner Query

What topics would you like to read about in

desks. But even a fifteen minute face-to-face meeting can step up your business relationship to a level it may not reach through email or phone calls alone.

Anyone interested in setting up a time to meet in person, well, just email me.

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.

this newsletter?

Email Xena now.

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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