

XENA'S PROMO BATTLE TIPS

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



Hello again,

I'm not sure what's happening up there in the ethers but a ridiculous amount of internet problems almost had me toss this month's newsletter out my kitchen window along with my beloved MacBook. What?! Never!

Happily, there is always a way through these Mercury Retrograde mad moments (yes, I blame everything on Mercury Retrograde).

So here I am talking to you about **how the heck it is we find the products we find for you.**

Read on,

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

Jenn

Issue 25

February 2009

Forward this newsletter
to a friend

Xena's Loyal Followers

Your newsletter is truly amazing - informative, well written and humorous all at the same time! I've actually mentioned you to my husband on multiple occasions. He's a mortgage broker and I think he could learn a thing or two from you on self-promotion.

~Heather. Long time client~

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

Can You Get That Product For Me? Understanding Where Your Promo-Products Come From

A couple of weeks ago I was meeting with a client to discuss their yearly promo-marketing needs when they told me **they had heard about a company that offered *only* eco-promo products.** This excited them because it meant, in their mind, that they could get products that were both eco-minded and exclusive to this promo-company.

I sat there, slightly dumbstruck, and to know me is to know I am *rarely* at a loss for words.

It struck me that they didn't realize that all promotional product distributors have access to the same products. Eco-minded or not, all the products in the world are available for the distributors who seek them

out. It's who knows about them, what you do with them and how you use them that matters.

Let me say that again - **Any and all products, of all shapes, all price points, all eco and non-eco factors are available to every single promo-guy and gal out there.**

First, how do we find your products?

From a variety of **resources that enable us to source products for clients.** Everything from online sites, to software programs with search engines worthy of any CIA sleuth-dog, worldwide.

Industry magazines from across North America constantly inform us about new products and new suppliers. We have **search engines** that take our requests for "recycled fleece vests" and spew out the list of suppliers who carry products under that category.

Industry tradeshows across Europe, Canada and the USA lure many of us to participate in educational programs and product forums. Product samples are generously offered to promotional reps, that could be "perfect for that product launch" you're doing in the fall. We speak directly with suppliers and gather information that in the end, gives you more product choices.

As promo-product consultants we are free to explore and deliver to you everything from socially compliant vendors of eco-clothing to retail brands to the "newest" golf tool.

That one company may focus on say, "eco", is a respectable niche but it's hardly exclusive. **Any product sniffing, idea searching promo-distributor can seek, find and deliver just about anything you want.**

Second, where do your products come from?

From our **suppliers** who spend a gobsmacking amount of time and money traveling the world, reviewing new products, investing in quality control testing and assessing what will sell in our market.

You want socially compliant? We can get it. You want eco-minded? We can get it. You want custom, one-of-a-kind-exclusive-to-your company? We can do it. You want notebooks made of elephant poo? Oh, yes we can.

These suppliers bring us products and services that help us choose who is best to work with for your promotional needs.

Who has the most unique products? Who can answer to our client's questions about environmental and ethical consciousness? Who can deliver on time? Who can meet our clients' budgets? Who gives exceptional customer service? You get the picture.

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."

~ 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.](#)

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

Sign up to receive
Xena's Promo Battle Tips

Bottom Line: Not one product out there in promo-product land is exclusive to one company or another. They are available to all promo-reps, should they choose to use the resources set for them by our industry.

In the end, it's really who understands your business needs and who consistently sources new products on your behalf. Their service, their creativity, and their respect for your budget make the difference in the direction you choose to go in.

And the next time you say to your promo-product rep, "Can you get this product for me?" just know that **the answer is yes.**

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.

Copyright ©2009 Jenn Forgie. A.K.A. Xena Sales Warrior.

Don't even think of copying this e-newsletter unless you are extremely adept in the art of sword fighting in an iron dress or have received the exclusive written permission of Xena herself. However, you may forward, share, rave about this newsletter with everyone you know, even reprint it provided you take an oath to link it back to Xena at jf@imagegroupinc.ca

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