

# XENA'S PROMO BATTLE TIPS

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



Welcome back!

It's high time we take a look at the misperceptions around the idea that promotional product reps need to be located in your backyard, for you to do business with them.

It's 2009, soon to be 2010 (what!?) and that means business is moving *beyond* geographical barriers.

I'd be willing to bet that green grass of yours, that a virtual "backyard" promo-rep or two is right there ready to show you how location, more often than not, is no barrier at all.

Read on,

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

Jenn

**A BIG P.S.** I'm looking for some new testimonials to add to the Xena Loyal Follower's column on the right. If you're enjoying this newsletter and find it informative and even helpful, email me and let me know. Then look for your name in lights next month!

[jf@imagegroupinc.ca](mailto:jf@imagegroupinc.ca)

## Location Shmocation! Why Your Promo-Rep Doesn't Have To Be Located In Your Backyard 4 Common Misperceptions and Their Counter-Truths.

Last week I quoted on a large quantity of stainless steel bottles for a client midway across the country from me. **I'd given them strong pricing, seven creative options, production and stock details.**

Issue 28

May 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

Everything I thought they would need to meet their budget and incredibly tight in-hands date.

Then I learned that they'd **"given the order to another company who was local so this would save us on shipping."**

My forehead made a sickly bang as I dropped my head to my desk and realized that **I didn't communicate a key component in my quote** - that five of my seven options were from suppliers located *in their own city!!*

I'd chosen those bottle options from those suppliers so it *would* save them money on shipping *because we'd ship them direct!*

But I didn't tell them that in the quote.

So I lost an order, but gained a newsletter topic.

**You think your promo-rep has to be living in your own backyard to do business with them?** Not so friends, not necessarily so.

Here are **4 misperceptions about rep location and some counter-truths** for you to chew on.

**Misperception #1:** The products I order come from the same geographical location as my rep.

**Truth #1:** Not always.

When you're reviewing product options, they could be from product suppliers across the continent. **Whichever product you select, will come from that suppliers region.** The thing is, your rep is of better service to you if they select **products from your region** so yes, you can save money on shipping, as your orders can always, should you want, ship to you direct. The location of your rep, however, never limits the products they can sell you because they work with suppliers across the world, and never just in their - or your -own back yard.

**Misperception #2:** My local rep can get samples to me very quickly.

**Truth#2:** If "quickly" means within a few hours, then yes you're right about that. But if 24-48 hours is a reasonable turn around for getting samples to you, then **any promo-rep can deliver quickly.** In fact most of us, when asked for samples, order (email, phone or fax) the samples on your behalf and have them **shipped direct to you.** Because the truth is, there are thousands of products and none of us have the space to stock those products for when and if you want to see them. It's an e-crazy world, which means ordering samples can happen at a pace that *should* satisfy most clients, regardless of where your rep is located.

**Misperception #3:** My local rep can come to my office any time I want them to.

**Truth #3:** Yes, you got me there but I don't know any clients who have the time or the interest in a lot of meetings looking at endless product samples. You're busy, you have enough meetings and yes, a couple of meetings a year with your rep is valuable, sometimes necessary (for which **your non-local rep can fly out to see you**). My sense from clients is that they want **a rep who makes choosing and producing**

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](http://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

**their promo-products easy peasy lemon squeezy.** Not a rep who demands a truckload of their time. We can all reach out and touch each other effectively, via phone, video conference and yes, face to face, when it works - and still get the job done exceptionally well. Regardless of location.

**Misperception #4:** My local rep has suppliers locally that they work with.

**Truth #4:** Well, this may shock you, might even undo what you've always believed, but those **"local" suppliers are not there exclusively for your "local" reps.** They are there for all promotional companies who want to show their products to their clients.

Whether you're in Chicago or Montreal, Phoenix or Calgary, **there are suppliers local to your region and across the world whose products can meet your promo-needs** through any promo-rep you work with, despite their locality.

So much so that you might almost forget that rep of yours lives in a city across the country from you. And their grass is just as green.



## 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](mailto: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](http://www.yogaon7th.com)