

XENA'S PROMO BATTLE TIPS

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



Hi there,

I have to say, Xena Sales Warrior is a pretty big name to live up to and I admit, there's always room to sharpen the sword and tone the biceps to carry that shield higher.

This issue, I address the front-line lesson I learned and the astounding realizations that grew from there. Something that I believe will be of interest to you for all your future promo-projects.

Read on,

Jenn

Issue 29

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Forward this newsletter
to a friend

Xena's Loyal Followers

I've watched your newsletters evolve since they were first created! I look forward to these every month. You created something that is unique and genuine to you and your clients. I enjoy the flare you show and I appreciate that you educate. You know your stuff girl!

~ Katherine, Long time client~

I like your newsletter. It's value information to include "Lessons Learned" and it tells your clients you and your company are human!

~ Cathy Morris, Mercer. ~

First of all, I love your personal commitment on "Going Green". Your energy and commitment to it is contagious!

~ Rochelle, Environmental Leadership Cameco Corporation
~

Your newsletter is truly amazing

What Do YOU Want From Your Promo-Rep? Letting Your Rep in on What You Really Need From Them.



I got a huge Whack-A-Mole conk on the head this week while I was working with Tara, a consultant who is helping me further develop my skills in sales (largely based on [Stephen Covey's](#) The 7 Habits of Highly Effective People).

She said, "**Jenn, do you fully understand what each of your client's need from you?** What *their* priorities are when it comes to working with you on their promotions?"

"Um, well, sure! They want the best of me. **They want exceptional service, quick response, quality, guidance, creativity and of course they also want the lowest price - and - and lots of things!**" My ego smiled broadly at her, having so brilliantly demonstrated how well I understood my clients' needs.

"Do you know that for certain?" she asked, smiling right back at me. "What if the only thing important to some clients is the lowest price? What if only *some* of your clients care about your level of service? Or creativity? What if they don't?"

WHACK!

I felt a Fred Flintstone bulbous bump growing up from my skull as I realized that I *didn't* know what all my clients really needed and valued. That **I had assumed they wanted and needed everything.**

WHACK!!

That one came with the further realization that I could be giving the wrong things to clients. **How could I possibly be meeting their needs if they never told me *themselves* what they needed?**

How much energy is wasted trying to meet needs that we think are real but could in fact, be off the mark? How much more productive could we be for ourselves and our clients if we let them tell us what is important to *them*?

There would be a lot fewer Fred-heads because people wouldn't need to be bonked to understand that needs are more readily met when they are clearly defined and communicated.

Save you and your reps from a whopping headache, and let them know what you need most. Here's some suggestions:

Is it the Lowest Possible Price? Yes, yes, I know - everyone wants low price. It's understood. BUT what isn't always understood is whether or not low price is the *only* thing that matters, to you. If, in a given promotional project, you're gathering three quotes and the only criteria that will determine who gets that order is the price, then let your rep in on it.

Is it Quality of Product? It's shocking but true, quality doesn't matter to everyone. If quality is important to you or not, tell your rep. It's the direction we need to source a product that fits your vision. Then we won't waste your time showing you a BMW if what you really want is a Hyundai.

Is it Creativity? Ideas? Maybe you love creative ideas. Even when you don't have a need to buy right now, you still love getting ideas from your rep. Maybe you hate getting creative ideas and only want exactly what you ask for in a promo-product. Please, save us all from having to be bashed over the head and just say, "yes I like creative ideas" or "no, I'm very traditional. Don't send anything weird."

- 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
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

Is it Service? Everyone wants good service. The problem with that is we all have our own definitions. Is service important to you? What does service mean to you? It could be anything from having the product delivered on time with the right logo, to driving the products to your front door themselves (don't get any ideas on that last one, just get the gist, will ya?) Tell your rep what service means to you so we can give you the level of service that meets your needs.

What else do you need in working with your promo-rep?

When you communicate your expectations of our business relationship, and we do the same, we build a mutually respectful relationship that will very likely lead to exceptional promotions for your company.

Yabadabado.



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.

true value and for being REALLY green - and not just a pale imitation."

~Daphne Gray-Grant
www.publicationcoach.com

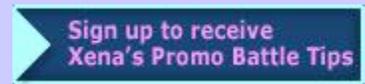
Another accolade comes from Michael Katz's E-Newsletter on E-Newsletters. Click to read: [Put Your Newsletter on "Shuffle"](#).

Great Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

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



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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