

XENA'S PROMO BATTLE TIPS

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



Hello and Happy Fall!

The day before I email my newsletter to you, I like to do some final edits, make sure it's really ready to go. I'm often pinched for time by this stage but this day presented me a surprising gift of time.

As the Vancouver rain came pouring down, I woke to find our basement had flooded. Certainly not an immediately perceived "gift" but as I sit here now in my home while my yard is being dug up by our **highly reputable and closely referred** plumbing guys, I see that since there's nothing I can do but wait, I have the WHOLE day to work on my newsletter.

I trust the guys working down there. I know the referrer very well, who knows *them* very well. So, I'm in good hands.

And that, my friends, is our topic this month - **knowing your source and knowing to whom, what and where you invest your marketing dollars.**

Read on,

Jenn

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Forward this newsletter
to a friend

Xena's Loyal Followers

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 - 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 darn good read! (you can quote me on that beauty!)

USB 101. Do You Know What You're Buying?



In the last few years we've seen **USB Flash Drives** become one of the most highly demanded products for marketing and promotions. We've seen prices rise and fall due to economic variables and lately we've seen offers online from direct sellers that are beyond the

ridiculous.

Clients have been coming to us saying, "I can get this online for a lot less."

Promo-marketing guys and gals are shaking our heads wondering what the heck is going on out there? How are those companies even *able* to offer that kind of pricing? Something isn't right out there in that crazy world-wide-anyone-can-access-anything web. **People are buying USB Flash Drives from online companies they don't know because of price**, and oh boy are we hearing the nightmares! My drives aren't working! They're jamming computers! I can't upload my data!...and on and on.

Why?

Because they didn't know the vendor, or a thing about the products being supplied to that vendor.

We can't control who buys what from whom or where but we can at least be as informed as possible about the goods we do buy.

So, I have to ask - **Do you know what you're buying in a flash drive?**

First, a USB chip is not a chip is not a chip.

The quality of your drive is 90% determined by the chip inside that casing, which is really only there for style and to house the chip. There are **4 Grades of chips** out there and it's *the* vital ingredient that determines the reliability of your USB Flash Drive.

Here we go: **USB 101. Pay attention class.**

Grade A - Tier 1 Bona Fide Premium Chips. These chips have the manufacturers name *and* serial number imprinted on the chip itself. They're produced by reputable manufacturers such as Samsung, Hynix etc. **They're the most expensive, but also the most reliable and come with a lifetime warranty.** You and I both know a little extra money well invested goes a long way with clients - especially when it comes to computer accessories.

Grade B - Tier 1 OEM Flash Chips. These are made by legitimate chip makers but they don't have the manufacturer's name imprinted on them. **While these chips are reliable they don't carry the same quality and standards as Grade A chips** so the manufacturers won't imprint their names on them. You can take a chance on a second grade USB chip, and sure, you may have the occasional issue, but you're still getting a good product. It's up to you to decide between premium or regular and which option you want your client to have.

Grade C - Wafer Drives. Here's where the quality issues and problems begin. These will be some of the least expensive flash drives (red lights

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 Thibault
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 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"](#).

going off!) **but** they have a very high failure rate - 30-40%!! These chips are referred to as recycled or reclaimed flash chips. They're considered waste from the "wafer" that the original manufacturers want nothing to do with. **Pay close attention: this is what you can possibly run into when you shell out valuable marketing dollars to online direct sellers without knowing your source!**

Grade D - The unofficial grade. Hard to believe but true - there are flash drive suppliers out there in the big bad world who will imprint an original manufacturer's name on a Grade C chip! It may *read* Samsung or Hynix, etc. but is most definitely junk. We can't prove or control it which is why **knowing your vendor or having some past personal success with them for your USB Flash Drives is essential.**

Now unless we were to all open up the drives we get, we couldn't logistically prove a drive is a Grade A or B over a C because none of us have that kind of time. Unless of course you encounter problems with the product, then you sure *do* know the quality your dollars bought.

Know your source. Know *their* source. Rely on your promo-reps for the assurance that the products they sell you from their suppliers will be the Grade A or B level you and your clients deserve.

And if you do insist on buying direct from online companies you don't know beyond the face of their website, and something goes awry with that drive, don't say I didn't flash the warnings at you.



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.

Links You Need

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[NEW PRODUCT INITIATIVES!](#)

Good through to December 31,09.

[MRSI Consulting](#)

"Achieving Greatness Starts with Asking The Right Questions. What's Holding You Back?"

Our Image Group MRSI Consultant

Tara Landes, Principal
604.345.0424

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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