

# XENA'S PROMO BATTLE TIPS

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



Hello there,

Well, it appears the waves of the recession could be waning and now, we have the threat of a Flu Epidemic welling up around us.

But, hey, business goes on and so does promoting and marketing your business - safely and creatively, which is my topic for this month.

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

## To Shake Or Not To Shake

Choosing Best Practices While Promoting Your Company



I'm fond of **hand shaking**.

I like **the practice of it in business** and I like the opportunity to show the strength in my grip (a.k.a my confidence).

I'm thrilled when I'm met with the same level of assurance in another being and not so thrilled when my hand makes contact with a limp five-fingers that can toss a

soggy rag over the most confident among us.

**But with all the media coverage about the Swine Flu** warning us to protect ourselves over the next few months, **what happens to the good ol' handshake?**

This past weekend, I participated in a fabulous workshop on the subconscious mind. I met and shook hands with people from New York, Sweden, California, Michigan, Vancouver and more.

**By Monday morning my voice was gone and I was flat out in bed** with the classic influenza. As I write this piece, I'm still home sick wondering if, while shaking all those hands, my subconscious mind was thinking, "Watch it or you'll get sick."

As I lay here, on my couch, looking less than pretty and feeling more than awful, I'm thinking about hand shaking.

Thinking about you and me in our business lives, meeting clients, attending tradeshows, promoting our goods and services and just **how many hands are being shaken out there in the business world.** Hand shaking in our culture is a tradition when meeting someone and to *not* do so is often perceived as rude or unprofessional.

Yes, we want to continue marketing and promoting our company offerings while maintaining good etiquette but **perhaps we should forgo the handshake for now and choose alternative, more hygienic greetings.**

In my research for this piece I found that Kathy Lee Gifford has decided not to shake hands with anyone on her show anymore. Instead she's opted for "**Butt Bumping**". She's a bit tedious for me but I can't knock her for enjoying herself and making light of a touchy topic. However, I can't imagine any of us walking into a meeting with the shareholders of the company and "butt bumping" up with Mr. Number One Investor.

We want to be professional, careful not to offend our business partners while keeping ourselves healthy, so what else?

A **high five** is out because that requires skin to skin and you know what that can pass along. A **chest bump** is out because, well, it hurts some of us. **Banging fists or elbows** is just weird and too many of us with eye hand coordination challenges are prone to missing the target. **Hugging** or the **two-cheek kiss** as is done in many cultures including our own French-Canadian is completely out for obvious reasons. A good **back pat** might work but what if you have little awareness of your own brute force and send Ms. Big Account Client flying off her feet? Oh it's all so complicated and dramatic.

There are lots of alternatives to handshakes on the web; some are pretty creative and fun - check out this short video put together by UCSB Student Services to see my favorites, [the bang bang and the air high five.](#)

Of course **you could always shake those hands** and as you sit down for the meeting, pull out your **mini bottle of hand sanitizer**, squirt a few drops into your palm, confidently ignoring your business on-lookers. Of course you risk being scoffed at for poor etiquette as Barbara Walters was the other day in a restaurant when she pulled out her personal hand

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 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](http://www.publicationcoach.com)

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

sanitizer after shaking hands with a couple of fans.

Or, hey, how about this - you could bring out your bottle of hand sanitizer [with your company logo](#) and as the meeting attendees glare (or smile) you can generously pass a bottle for each of them around the table.

Bring it one step further and offer everyone an [anti-microbial pen](#) with your website and a catchy phrase like "Kill germs the write way!"

Hey, why not?

Making friends *and* promoting your business while keeping everyone safe sounds like an excellent business practice, yes?

From my velcro-fastened-butt position on the couch, this is Jenn Forgie saying, "Step away from the handshake and get creative with your greetings. Your clients will thank you. They may even toss a *bang bang* your way."

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