

XENA'S PROMO BATTLE TIPS

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



Welcome back,

The relentless rain has arrived like the wet back-hand of Poseidon, and oddly enough, I've been feeling a whole lot of appreciation.

For a healthy roof over my head; that my basement hasn't flooded (again); that I have clients who live in somewhat nicer climates that I may live vicariously through them; that I like my work (a lot) and well, just generally feeling pretty thankful.

Are you sensing a theme? You got it - Appreciation with a Capital "A". Especially when it comes to your employees.

Read on and pass the Carrot,

Jenn

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Forward this newsletter to a friend

Xena's Loyal Followers

I like your newsletter. It's valuable 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

Got Carrots? Showing Your Employees They Matter



Lately, I've been hearing from far too many clients that **the company decided not to do employee gifts** this holiday. No party, no "thanks for a great year." Nothing. Forget the Holidays, what about the rest of the year? More and more I'm hearing about Employee Recognition Programs that were in place before, are now defunct because, well, "it's not in the budget."

I believe that **employees are everything** to a company. And I believe employees who feel valued, give their best work. Happily, I am one of those employees. Unhappily, far too many aren't.

Here's the thing I don't get: Companies spend massive amounts of money, effort and time seeking and selecting the "right" employees for their business. So why wouldn't they invest in the **continual appreciation** of those employees beyond the initial hunt and hire?

Chester Elton, author of [The Carrot Principle](#) did a 10-year study of over 200,000 people across continents. He concluded: "Recognition is the accelerator of business performers and the chief driver of employee engagement. **Almost 79% of the employees leaving the job are known to do so due to lack of appreciation.**"

And while we're here, how about this one from [The Carrot Culture](#) site: "Employee turnover is an estimated \$5 trillion annual drain on the US economy."

Ouch.

So what are you doing about it? Not to suggest your people are donkey's but a delectable carrot now and again, on a consistent basis, is not just good food but good sense.

Here are a few of my own Carrot suggestions for you to chew on:

Carrot 1. Lose the Scrooge attitude: Yes, it starts with you. You, the company, the employer, **making the decision** to start (or continue) appreciating your staff, **no matter what**. No matter how many budget cuts there have been, no matter how small or large your company is and no matter what mood you're in; showing your employees *they* matter starts with your decision to do so. So, decide.

Carrot 2. Find the money: Money is everywhere, and lots of it. And sometimes, yes, you have to do a little creative digging to find it. **Pulling a little here and there** from the HR budget, the Marketing and Promotions budget, or the Advertising budget **can tally up surprising amounts of money that you can invest in your workers**. I have clients who have Employee Recognition Programs as an uncompromising part of their yearly budget planning. So, get digging.

Carrot 3. Allocate the money: Okay, you've decided not to do the \$50 year-end gift for your employees as you've done in the past because, yes, it's been a little lean this year. BUT you *did* decide to *dosomething* for your employees, and you've found the money! Now, **how much can you allot per person for their gift?** Five dollars? Ten dollars? Not \$2 because honestly, why bother? You insult the employee and you waste your money not to mention the opportunity to connect with your workers.

Carrot Caution: Avoid cash because the perceived value of a cash gift has a short term perceived value - about as long as it takes to slap that cash down on their Visa bill. Connect with your marketing and promotional rep for ideas because I can guarantee you, there are

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

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

countless ways to thank your staff and not blow the budget.

Carrot 4. Get Personal: As human beings we're suckers for feeling good about ourselves and we love it when others appreciate us. It doesn't matter if you're the night shift janitor or the executive assistant to the VP of Sales. **Everyone likes a personal touch.** For gifts under \$10, for example, you can get personal with something as simple as a desk mug. Have your company logo screened on one side and each employees own name on the second side. **I remember the feeling I got** when one of my suppliers sent me a mug that had "Xena Sales Warrior" on it and god help the person in my office who uses MY mug. That's the other side of getting personal with us human beings. We like to have our things: My Mug, My Pen, My Desk - you get the picture. It's small in dollars but the effect is huge.

Carrot 4.5. Get Even More Personal: Want to really show your employees they matter to your company? Then deliver their gift in person. **Thank them with your words, your presence.** If you can't personally deliver (because your company is too big or that person is in another city) then send a hand written note (anybody remember how to write with pen in hand these days?) Don't email a note. Don't just courier a gift. Get personal with them because you know what?

When you get right down to it - in our personal and professional lives, we have pretty basic needs.

To be *and* feel valued and appreciated.



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