

# XENA'S PROMO BATTLE TIPS

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



## We Made It Through 2009 What's Next?

Issue 35

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Forward this newsletter  
to a friend

**I should be singing "Have Yourself A Merry Little Christmas"** but the last several mornings I've been waking to Barry Manilow singing, **"I've Made It Through The Rain,"** over and over in my half-awake brain.

But, you know, I like it. It's got me thinking about 2009.

Since the latter half of 2008, deep into this year, **the media drenched us with warnings about the - say it, say it - recession.** Yes, I'll say it, because the truth is, it happened. For many, it's still happening even if only as lingering evidence of the downpour it was and the light drizzle it's become.

In varying degrees, **businesses felt and tasted the acrid bile of downturn and the choking grasp of budget cuts;** from the marketing department losing their tradeshow budgets to reception desks eerily absent of a friendly greeter, to employee incentives slashed from company spending.

**But there is good news** in the face of this year that is thankfully almost over: **WE MADE IT THROUGH THE RAIN!**

We thought we couldn't (or at least worried we wouldn't) but we did and we are.



## 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

## So, what's next?

A better year, is what's next. But it doesn't come from magic. It comes from good, smart work and following that, great results.

**1. Evaluate:** The world has changed and the "same old same old" won't work the way it used to. It may work better, it may work worse but it sure won't work the same. It's time to get your name back out there and doing so means taking a look at your marketing and promotions from this year and 2008 before the recession smacked us and **ask yourself:** What did we do for our marketing and promotions *then*? What worked? What didn't work? What could we do differently *now*? **Getting a good look at what was will show you the path to seeing what needs to be.**

**2. Get Goals:** Heading into any new year, without an idea of where you want to be in your business is like walking with your eyes and hands closed to more business *and* more revenue. **What do you want to accomplish this coming year with your marketing and promotions?**

More creativity and quality in the promotional gifts you choose? Are you going to hold steady or forge ahead with new initiatives? What can you do *now*, next month, your first quarter, your second quarter to reach the goals you set for the year? Get clear about your goals and get going.

**3. Got Needs?** There was a whole lot of pining in 2009 for more of what we didn't have. More budget, more tradeshow, more products, more sales. But any 5 year old can tell you that no matter how many tantrums you have, you won't get everything you want. So **determine what your business needs are and then prioritize.** You can't attend *every* tradeshow so which ones *can* you attend? Of those you can attend what promotional products can you choose that will attract more of the prospects you want? What can you do with your promotions and marketing that will move your business out of 2009 and well into 2010 and beyond? **Prioritizing needs will prepare you for the reality of what is possible in the year to come.**

**4. Get Budgets: I love working with Purchasing Managers because when it comes to spending, they work with the real numbers.**

They'll keep even the most petulant of VP's from getting what they want if it's not in the spending plan and they'll respect the pants off a company budget in tight times *and* in affluent times. **You have to do the same** for 2010 because in the aftermath of a recession, the pressure will be on to spend carefully, even if budgets are stronger. **To meet your goals and prioritized needs, you need to know what your marketing and promotions dollars are** and how to work with those budgets. What have you got? More? Less? Get your budget, pack up your goals and needs, set a meeting in person or over the phone with your promo-rep and get a plan together to make the most of those dollars.

**5. Get Market Campaigning:** Try this- take that budget, whatever size, and spread it throughout the year. Rather than just one promotional/marketing product for that big client event, **build up to it**

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"](#).

**Links You Need**

**and build on it.** Take the \$45 you may spend per client and break it into parts; send a teaser product one month before the event, follow it up two weeks later with an item to go with that first one and then, on the day of the event, top it off with one last gift. If you've got money left over (now there's a hope!) then follow up *after* that event with a fourth product that ties the whole campaign together. **What you are doing is creatively and effectively investing your dollars while reaching your clients/prospects not once but three or four times.** Who won't remember you after that? Sure, you might not notice results this quarter or next but the momentum gained from these sort of marketing initiatives will bring sales and market presence to your company for years to come.

In one way or another **we've all made it through the rain of 2009** and if you haven't, well, I've got a great umbrella for you that would look awesome with your company logo on it.

Happiest Holidays!

Jenn



## About Xena Sales Warrior

As your **Marketing and 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.

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

Our Image Group MRSI  
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