

XENA'S PROMO BATTLE TIPS

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



Gold Medal Performance

What It Takes To Win In Your Promotions

Issue 37

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With the 2010 Olympic Winter Games in full game-on mode, the last two weeks has been an amazing ride. Vancouverites and the World have been breathing in the dreams of elite athletes as we've skated, raced, jumped, slid, boarded and skied right alongside with them while they competed before our eyes.

Whether we watched [Alexandre Bilodeau](#) bring home Canada's First

Gold Medal or Olympic hopeful [Christine Nesbitt](#) fly in to win the Gold in the women's 1000m Long Track Speed Skating, what we actually witnessed was the result of a *team*.

To the eye, many of these Olympic athletes are solitary competitors. But behind them, is an entire group of people right back to the maker of the skis Alexandre uses in practice, to the family that stands behind Christine through every win, near win and heartbreaking loss.

Four days before the Opening Ceremony of the Olympics, my client, myself, and an entire team of suppliers and shippers started on what would become our very own Promotional Olympic Gold Medal run.

The Event: VIP Vancouver Olympic Gold Medal Party. Five days away. Monday morning, the phone rings. "Hi Jenn. My client needs 400 gifts delivered by Friday."

"What about [Marquis by Waterford® pens](#)?" I said.

"Sure," my client said, "Show me some options."

The Preparation: Olympic Athletes know a luxurious four years in

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!

Heather. Long time client

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

advance, the events they'll prepare for and they'll use every millisecond of that time to get medal-level ready to compete.

I had literally *two hours*. To meet the event date I would need to move at a pace Nesbitt herself would approve of. But there was no way on God's Earth I was going to make this happen on my own. I was going to have to bring in the troops.

The Team: Behind Image Group and myself, is a team of reliable suppliers; our silent partners in the success of every production we engage in with our clients. So, my first call was to my Ontario pen supplier, Tierney at [Culmer Pen](#) because if anyone could pull this off, her company could.

Behind her were more team members. She called her Waterford® supplier in the US, to check stock, which they had. That supplier called UPS to see if they could ship to Ontario overnight and from there, I called the client for their selection from the three pen options I'd presented.

More Preparation: We're two hours in. My client chose their pen; UPS is ready to ship overnight to Ontario and the pen engravers are ready at the starting marks to work on this rush order.

"Ready?" The man's voice I've been hearing as I've watched the Olympic Speed Skating Races, booms in my head.

The gun goes off and we are GAME ON!

The order is placed, the art proof is client approved and we're still on Monday!

Culmer Pen will receive the pens Tuesday morning, giving their team two full days to engrave the pens, print the gift boxes and allow time for the ink to dry, package them up to delivery overnight Air by Friday.

The crowds cheer, the cowbells clang and I hear the whoosh-whoosh of the wind rushing past us.

We're well on our way to delivering what could very likely be an industry record turn-around of a premium promotional gift.

And then....

The Obstacle: It wasn't a broken skate lace, calf injury or an embarrassing lack of snow. Quite the opposite, actually.

Tuesday mid morning, I received a call from Tierney. "The pens didn't ship."

The crowd grows silent. Not a word is uttered by the commentators.

"There was a snow storm last night that delayed the entire shipment. They're in another State, waiting. I don't know how we'll pull this off."

What does an athlete do in the face of an obstacle? What does the team

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. 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"](#).

Links You Need

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[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

do? They kick into high gear and pull out every possible ounce of energy left in their bodies and they give **that much more.**

The Race Continues: Countless calls to various shippers, brain-draining back-up plans made, updates to the client and perhaps a little divine intervention and **we were still in the game.**

The pens arrived Thursday morning.

Like a relay team on freshly sharpened skates, the Culmber team engraved 400 high-end pens and gift boxes in promo-world record time.

They produced them, packaged them and shipped them out that *same day.*

The Gold Medal Win: Friday morning, four days after that initial call, 400 gorgeous Waterford® Pens were delivered to my client.

The client's VIP Event was a "great success" with the pens being "a huge hit."

We beat the event clock. We beat *someone's* record, I'm sure of it. We beat all odds including the big white obstacle tossed in our path by Mother Nature.

In this Promotional Products Winter Event there is no podium, there is no real Gold Medal and we're hardly elite athletes.

But there is an entire team behind this client's highly-successful promotional gift who were feeling perhaps a little spent, but nonetheless, grateful to have won their "gold."



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.

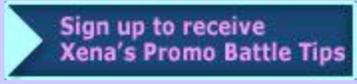
To go the distance to communicate your message and have you stand out among your peers with warrior-inspired promotional products.

Bottom Line: Making you look great everytime.

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