

XENA'S PROMO BATTLE TIPS

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



Conscious Promotional Product Buying Options, Objections and Utter Nonsense on Giving Back

Issue 38

March 2010

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Seven years ago, when I told my previous employer **I was moving on to join the promotional products industry**, he gazed at me from his important President chair and smirked. "So, you're going to sell trinkets and trash?" he asked. "Good luck with that."

Right then.

Off I went, with **no promotional industry knowledge** but loaded with sales experience and ballsy enough to believe I could sell anything if I put my brain and

heart into it.

I promised myself that I would do everything I could to *not* sell trash or dust collecting, dump site destined trinkets. I vowed to present **product options that had at least some level of thought** into what my clients' name and money went into.

Well, I'm still here, head and heart happily involved in a growing movement toward **conscious promotional product buying**. More than ever before, we, the buyers and sellers of promo-products are witnessing an increase in **opportunities to give back**, through the suppliers we choose to use and the products we choose to buy.

Call it Cause Marketing, call it Corporate Philanthropy, call it what you want, the options to give back through our industry, are evolving and [we're following](#).

What are **the objections to choosing this route** when it comes to your company promo and marketing products? Here are a few:

"We'd like to but we don't have the budget."

Resources for the Conscious Buyer

[Pens N' More](#)

Union Made, Eco-Minded
Promotional Business Tools

[Made in Canada Clothing](#)

"Closing the Gap"

[Golf Tournament IG Promo](#)

Organic Cotton Polos

[One Percent For The Planet](#)

Keep Earth In Business

[Pacific Regeneration Technologies](#)

Plant a Tree. Grow your Brand.

[AshCity WorldWide Clothing](#)

Think Pink For Breast Cancer

[Bags N' More](#)

1% World Wildlife Fund

[Who's Blogging About Corporate Giving?](#)

Seriously? I had a client recently ask me for some reusable bags, of which there are now thousands of options. Recycled, organic, biodegradable, you name it they've made it. My client knew what they wanted - something eco - but they had a small budget. What I found blew the wall of options wide open and took this product journey to a whole new elevation. Not only did we find a bag that fit their description *and* met their budget (because they are on a [promotion until June 30th](#)) but, if they chose this bag, 2% of the sale would go to disaster relief for Haiti. Suddenly I was not just offering them an eco-bag, I was handing them an opportunity to give to the people of Haiti through their investment in a branded client gift bag.

"We already give."

One of my favorite writers on marketing is [Seth Godin](#), who recently posted a piece on [averting the eyes](#) when it comes to philanthropy. Don't let the fact that you already give, pull your gaze away from other potential give-back opportunities. What if there was more you *could* give, not through your usual corporate donations, but through your promotional and marketing *product choices*?

You can get that same organic cotton tradeshow bag you looked at with one supplier from the [supplier who donates 1% of sales to the World Wildlife Fund](#). You can buy branded eco-notebooks for your focus group meetings that are [union made](#), supporting the protection and respect of the workers who made those books. The supplier list is steadily growing, which leads me to the next objection...

"There aren't that many suppliers who offer these give-back options so I'll just stick with what I know."

Well, unless you live under a rock or are completely removed from all social media and communications resources, there are more options than *ever*.

Just ask. As most of us know about the market place, when the demand rises, the market answers. So keep asking, lean forward and watch the conscious consumer options flourish.

Who else in our industry offers give-back opportunities to you and me? I've started a resource list on the right of this page, which I guarantee will be growing.

Now here's the nonsense. The bull. The pessimist way.

"It won't make a difference. We're talking 2% here!"

I believe in making a difference wherever possible. When I discovered the Hope For Haiti bag promotion, I thought, "Now *that* is powerful." When you take one supplier who sells millions of dollars in product across North America, see them launch a promotion perfectly timed with a prime buying period, and then offer 2% of those sales to a disaster relief fund, it doesn't take Ms. Mathematician to know that money can add up to a *lot* of shelter and food.

Here's something else I believe in, as said by the insightful [Margaret Mead](#):

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

So, you've read this piece. Now you know that you *can* give back through the product choices you make in your company promotional initiatives. Something you and the budget police won't even notice when it comes to balancing out the corporate dollars.

Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[MRSI Consulting](#)

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

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Something your heart, dare I say, *will* notice - and so will your clients.

I wonder if my old boss will read this. Trinkets and... what did he say?

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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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