

# XENA'S PROMO BATTLE TIPS

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



I've got news!

This Xena Sales Warrior e-newsletter is about to go through some changes.

Don't worry, she'll still be a sales warrior with her sights on helping you, but she's getting a make-over, a do-over and a roll-over as I move her to what feels like the next natural step - A Xena Sales Warrior Blog.

Please do [email me](#) and tell me what you think of moving Xena to a blog. A place where you can receive and review, at your leisure, even more marketing and promotional insights!

As to when this will happen? I'll keep you posted!

Speaking of posted; [I got blog-posted!](#)



Image used under a [Creative Commons license](#)

Issue 39

April 2010

[Forward this newsletter to a friend](#)

## 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

[Kanata Blanket Canada](#)

Certified Eco Yarn Blankets and More

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

## When A Warrior Falls Down

How Asking The Right Questions Can Save You A Trip



Last week I hung up on a client.

Shocking, I know.

It was an action that could rightfully be deemed unprofessional, or, completely justified, depending on who's hearing the story.

This was a new contact I was helping source a small quantity of a particular mug she wanted for her company. Her quantity was limiting her options so I presented and explained a few alternatives that could fit *within* her requirements.

Presenting product options, educating clients on what can and cannot be done, is **what I do**. I think to one degree or another, **it's what we all do for clients**. And, experience tells me it's what people want.

But this client did not want to hear what she could or couldn't do. She wanted only the mug she wanted. Nothing less, nothing more.

Holding the phone away from my ear, she said; *"May I remind you, I am the client and I want what I want. I don't care what I can or cannot do, I just want what I want."*

She went on with some not very interesting choice words and this is where Xena Sales Warrior dropped her shield (*completely forgetting the effectiveness of that shield as a deflector of other people's stuff*), and fell to her knees. Not literally as I was, thankfully, sitting down.

I barely managed to choke out, "I have to go" and then I hung up. Something I had never done in my entire business career.

How did we get to that place? Where had I gone wrong with her? Did I miss something in my communications with her?

Then I remembered a lesson I've learned and relearned many times: we're all human beings, or as my friend so insightfully says, "humans *being*."

**We all have good days, bad days.** Days when you feel like Murphy is sitting on your desk, mucking about with your important papers, laughing at you for all the things going wrong. Days when you feel like the Right Fairy has knocked that mocking Murphy off his seat and with fairy-like perfection, reclined herself to the right of you as everything moves along fabulously.

So, we are humans being and human beings but in business, we can't go around hanging up on people or we'll very quickly find ourselves *out* of business. **We have to keep doing what we do best** and hope that what we do best is what best fits our clients.

Perhaps all my options and information were too much for my new contact.

The real question is: **How do you know when too much is too much?**

You don't. Not always.

Whatever business you and I are in, **it's our job to understand clients needs so we can do our best to meet them.**

That being said, we cannot possibly anticipate every client's mood (let alone every person we encounter in our lives) or we'd be walking around trying to avoid the cracks we learned would break our mothers' backs.

But **we can ask questions**, lots of questions, to help us understand what our clients need, how they prefer to receive the help we offer.

**As a promotional products consultant I would ask my clients questions like:**

How do you like to receive information?

Do you like a lot of options or only a few?

What do you need these promotional/marketing products for, specifically?

What's your budget?

## Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[MRSI Consulting](#)

*"Achieving Greatness Starts with Asking The Right Questions. What's Holding You Back?"*  
Tara Landes, Principal  
604.345.0424

Sign up to receive  
Xena's Promo Battle Tips

What has worked for you in the past?

And so on...

How can you select a client gift if you don't know what your client may like? How can I sell you a mug if I don't know what you are looking for, how much your budget is or how you hope to have it decorated. How can you sell insurance if you don't know what your clients need to insure?

**Questions and the answers our clients provide, give us compass points to work from** so we can know, or at least do our best to know, how we can be of help.

**I failed to ask this new contact the right questions.** I jumped in and presented her options, because options, in *my* mind, were exactly what *she* needed. Yes, I *could* have said something like, "We are very limited by your quantity, are you open to a few suggestions?" but I missed that cue.

**However small the client or the job, questions are always needed.** That was another hard pill for me to gulp down.

It's not an  $A+B=C$  formula because we are dealing with individuals and all the complexities that come with being humans.

**But one constant** is to ask questions, listen to the answers and keep delivering the information and options based on those answers.

And if your client is having a bad day and takes it out on you, and you weren't quick enough to anticipate it so you could don your deflector shield, oh well.

Keep going or move on but know that you did your best *at the time*.

And cut everyone, including yourself, some slack cause after all, we are *all* humans being in a world of human beings.

Image by [Travellin' Librarian via Flickr](#), used under a [Creative Commons license](#).



## 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.

### Copyright ©2010 Jenn Forgie

Don't even think of copying this e-newsletter unless you are extremely adept in the art of sword fighting in an iron dress or have received the exclusive written permission to do so from Jenn. However, you may forward, share, rave about this newsletter with everyone you know, even reprint it provided you take an oath to link it back to me.

[jf@imagegroupinc.ca](mailto:jf@imagegroupinc.ca)