



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

PPAI Fast Track: The Promotional Consultant's Edge

David Blaise

Blaise Drake & Company

CAS - 1.5 pts


Monday, January 11

4:30 - 6 pm



The views and opinions expressed by presenters or others who have provided materials to and for this meeting are not necessarily those of PPAI. PPAI assumes no responsibility for, nor endorses, any of the comments, recommendations or materials that are provided.

PPAI EXPO



PPAI Fast Track


The Promotional Consultant's Edge

Presented by
David Blaise
author of
Getting Started
Sledgehammer Marketing
Top Secrets of Promotional Products Sales
co-author of
The Power of Promotional Products
<http://www.topsecretswebsite.com>

© 2009-2010 David Blaise, Blaise Drake & Company.
All rights reserved. Reproduction in any form is unlawful.

PPAI

PPAI EXPO



PPAI Fast Track:


The Promotional Consultant's Edge

The Goal:

- Confidence through competence

PPAI

PPAI EXPO



PPAI Fast Track:


The Promotional Consultant's Edge

A Few Questions:

- Competence or mastery? At what level do you wish to operate?
- Salesperson or Owner? What's Your Mindset?
- Event Training or Process Success?
- What do the Most Successful Businesses Have in Common?

PPAI

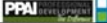
PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




What the Most Successful Have in Common:

"The successful person has formed the habit of doing things that failures don't like to do..."

--- Albert E. N. Gray

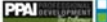


PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




How Do You Want to Sell?

- **Geographically** – Everyone in a Geographic Area
- **By Industry** – Everyone in my selected industry or industries, regardless of location
- **By Program Specialty** – Safety programs, event marketing, etc.
- **By Product Specialty** – Wearables, trophies, etc.
- **Some combination thereof**
 - ✓ All financial institutions within 100 miles
 - ✓ East Coast pharmaceutical companies
 - ✓ Safety programs for HVAC manufacturers
 - ✓ Trophies for karate schools nationwide




PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




What Solutions Do You Want to Sell?

- **Event Marketing**
- **Business Gifts**
- **Self-Promotion**
- **Employee Incentives & Recognition**
- **Trade Shows**
- **Public Relations**
- **Brand Awareness**
- **Motivation**
- **Fund Raising**
- **Safety Programs**



PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




The Diagnostic Approach to Sales

1. Examine
2. Diagnose
3. Prescribe

PPAI

PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




Questions are the Answer:

- What sort of events do you have coming up within the next 30-60-90 days?
- What's the most effective promotion you've ever done?
- What are some of your goals for your company/division?
- Do you attend or exhibit at any trade shows?
- How do you currently create awareness of your brand in the market?

PPAI

PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




Questions are the Answer:

- What sort of business gifts do you use?
- What do you currently do to motivate or recognize your staff and salespeople?
- How do you currently promote yourself or your business in the marketplace?
- What sort of corporate safety programs do you have in place?
- How does your decision making process work?

PPAI

PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




How Do You Plan to Reach Them?

- In person canvassing
- Networking events
- By phone
- Regular mail
- Dimensional (lumpy) mail
- A useful and targeted promotional product
- Printed newsletter
- Postcards
- E-mail
- Fax

PPAI Association of Promotional & Advertising Agencies

PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**




How Do You Plan to Reach Them?

- Web Audio
- YouTube Video
- Audio/Video Podcasts
- Virtual samples
- Random samples of appropriate new products
- Spec samples
- Gifts related to their interests or industry
- Details on a successful promotion you've done or read about

PPAI Association of Promotional & Advertising Agencies

PPAI EXPO **PPAI Fast Track:
The Promotional Consultant's Edge**



To Run Circles Around Your Competitors:


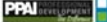
1. *Target proactively by Geography, Industry, Program or Product Specialty*
2. *Use the diagnostic approach to examine need, diagnose issues and prescribe solutions*
3. *Use focused questions to establish rapport and determine opportunity*
4. *Reach out often using a varied combination of marketing vehicles*
5. *Sell the solutions that people want to buy*

PPAI Association of Promotional & Advertising Agencies

PPAI EXPO

**PPAI Fast Track:
The Promotional Consultant's Edge**

Questions?



PPAI EXPO

**PPAI Fast Track
The Promotional Consultant's Edge**

Presented by
David Blaise
author of
**Getting Started
Sledgehammer Marketing**
Top Secrets of Promotional Products Sales
co-author of
The Power of Promotional Products
<http://www.topsecretwebsite.com>

© 2009-2010 David Blaise, Blaise Drake & Company.
All rights reserved. Reproduction in any form is unlawful.

