



PPAI EXPO 2023
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Breakout Session: Promo Sales Master Class

Finding new ways to increase your revenue is always the objective and goal. Learn from some of the best in the promotional products industry during this panel discussion. It doesn't matter how long you have been in sales, the industry, or the size of your company, everyone can benefit from this Promo Sales Master Class.

Moderator: Blake Bozeman, MAS (Vice President of Sales at SAGE)

Blake is responsible for both the distributor and supplier sales teams. Before joining SAGE in 2014, he was in business development for PPAI for over 5 years, and also worked as a sales manager for an industry supplier for 8 years. Blake has a B.A. in business management, an MBA specializing in strategic management, and has earned industry certification for an MAS designation.



Panel Expert: Ben Snyder (Vice President of Sales for HALO Branded Solutions)

Snyder is responsible for leading a team of over 20 Account Executives and driving over \$100 million in annual revenue through some of HALO's largest Branded Merchandise, Uniforms and Recognition clients. His focus is on growing revenue and cross selling within accounts through solutions which drive profitable, repeat business. Ben brings over 15 years of Senior Sales Management experience, specializing in sales, sales leadership, account management, new business development, marketing, finance, training, and strategic planning. Prior to joining HALO, Snyder was Director of Sales for Staples Promotional Products, as well as SVP of Sales for Boost Branding, which was acquired by HALO in 2019. He resides in Richmond, VA with his wife and two boys.



Panel Expert: Luke Sigle (Sales Executive at the Vernon Company)

Luke started in the promotional products industry in 2016, with a small distributor and joined Vernon in 2011. Since starting in the industry, Luke has grown his sales from \$233,000 to over \$3,000,000 this year. He has moved frequently during his career, which has led to him realizing the importance of knowing organizations who are a good fit for his service, and not their physical location. Outside of work, Luke enjoys spending time with his wife and children, running and traveling.



Panel Expert: Monique Erving (National Account Manager at BDA)

Monique specializes in overseeing and managing merchandise solutions for key clients. Monique has spent more than 22 years in the promotional products industry and has served as a pivotal leader in the BDA Detroit office since 2010. In addition to her work at BDA, Monique is also a member of the PPAI Diversity, Equity and Inclusion Task Force.



Discussion Topics:

- Where to focus
- How to prepare
- How to implement
- Selling and Delivering Solutions
- Key take-a-ways
- Q&A



Focus

Individual account executives focused on their personal book of business. Getting AE's from \$250k to \$500k. \$500k to \$1M and \$1M to grow to \$3M



Preparation

Learn About Business & Sales, not just Product

- *Read/Listen to Books & Podcasts

Know Your Numbers

- *Understand what drives your business forward

- *Economic Denominator!!!!!!!

Sell, That's Your Job

- *Spend your time selling, not doing artwork, managing production, delivering orders, etc. Sell!

Plan and Execute a Growth Plan

- *How do you double your sales? Base Customers + Minimum New Prospect Size



Implementation

- Rule 1: Make your customers life easier. Rule 2: Refer to Rule 1
- Work with Suppliers that abide by Rule 1 and make your life easier.
- Not all customers/prospects are equal.
- Don't make price the focus when selling.
- Don't focus on where customers/prospects are located. In 2021 my top 13 customers were located in 13 states (really 12 states and 1 customer in Europe).



Delivering Solutions



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Education

- Educate yourself on the long-term goals of your client's organization.
- Educate your client on the long-term goals of your organization.
- Understand key elements of your client's long-term goals for the solution.
- ***Educate your client on the resources and processes needed to execute the solution flawlessly.***



Communication

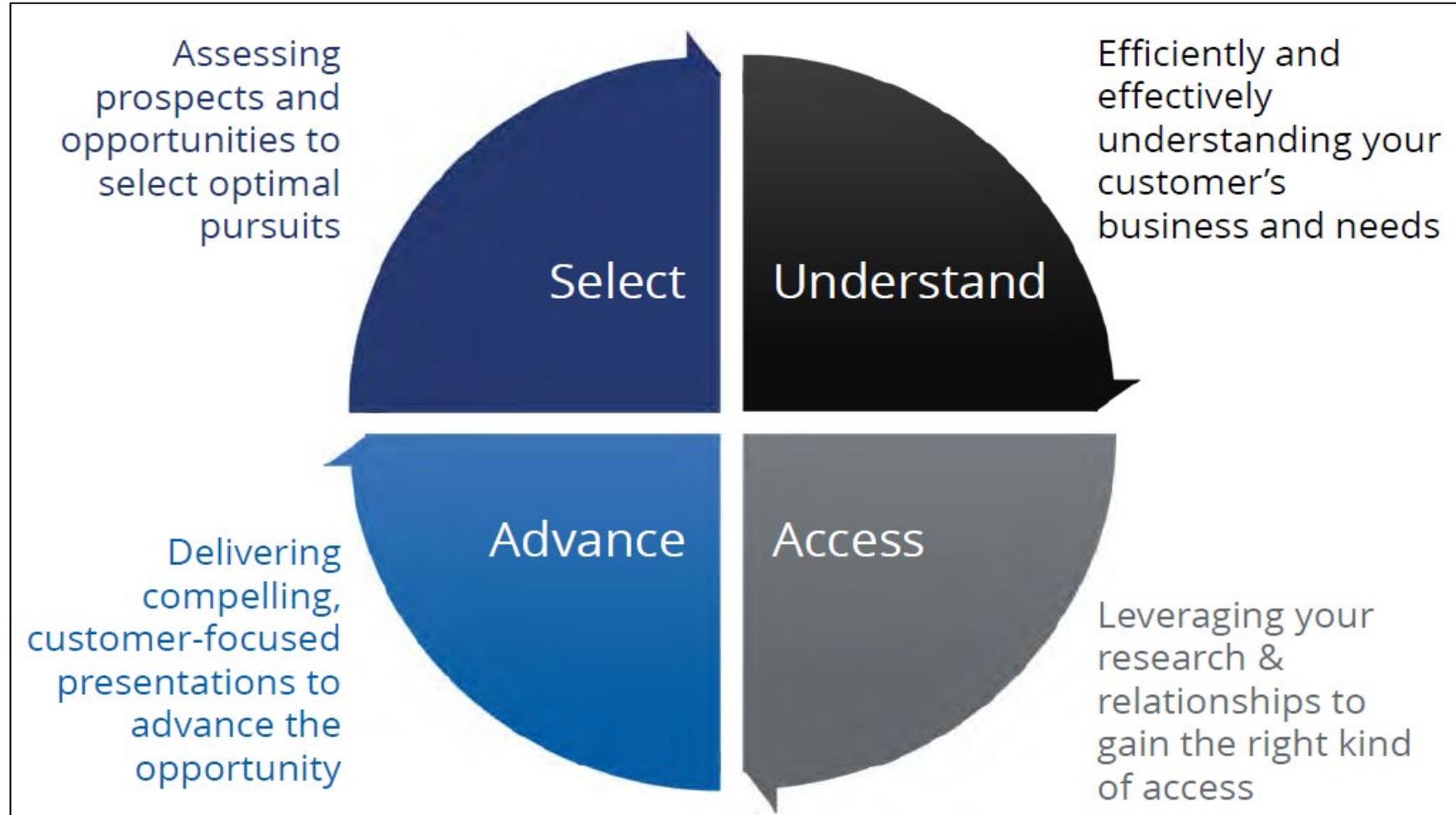
- Always be accessible to your client.
- *Get to know your client's pain points with your commodity.*
- Overly communicate on all levels.

Elevated Relationships/Services

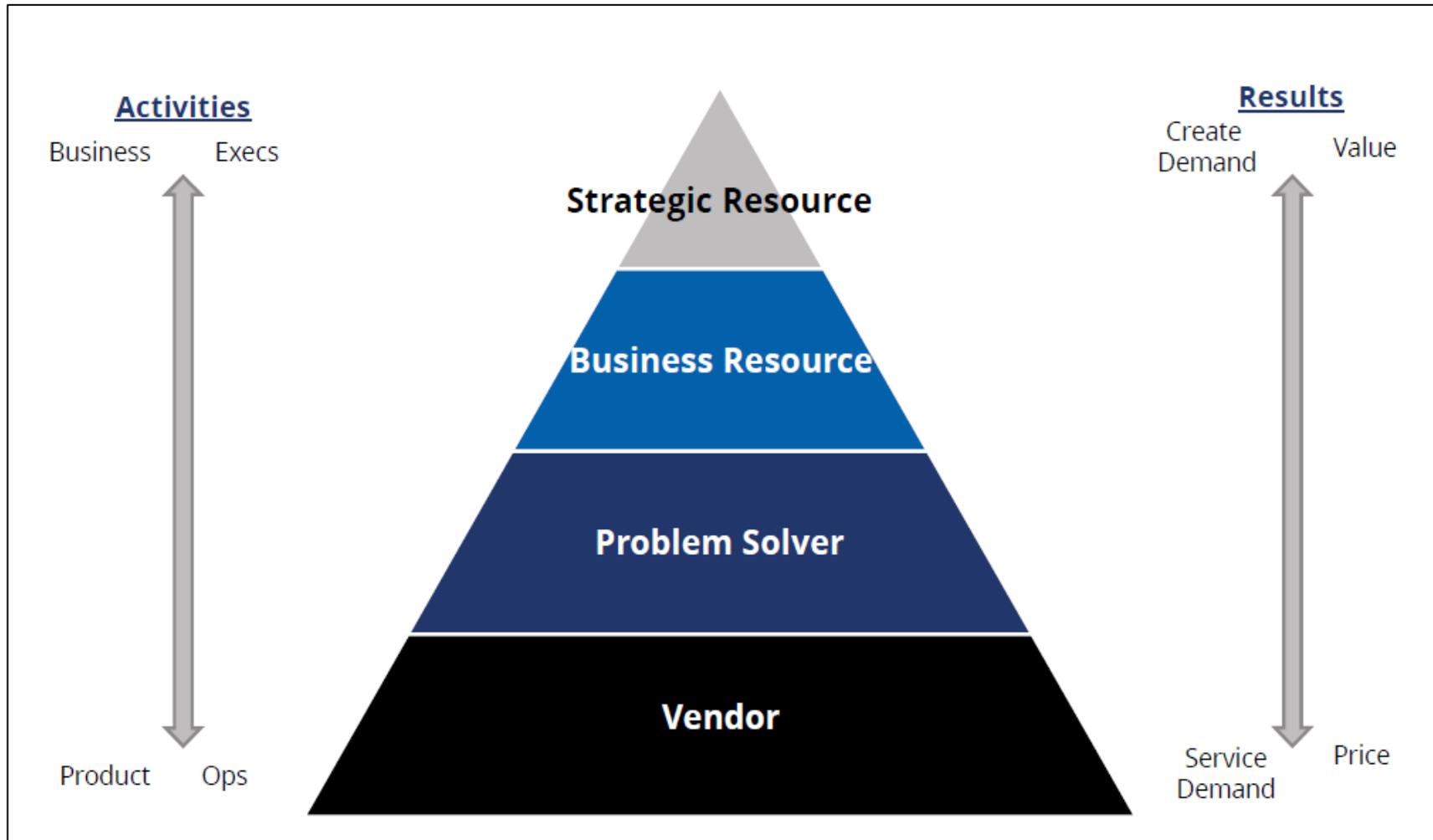
- Incorporate your client's long-term goals into your long-term goals.
- Adjust your business practices, so they align and seamlessly fit your client's business practices.
- *Finally, understand the personal career milestones (goals) of your immediate client and their direct report.*



Overview



Customer Perception of Your Value



Select

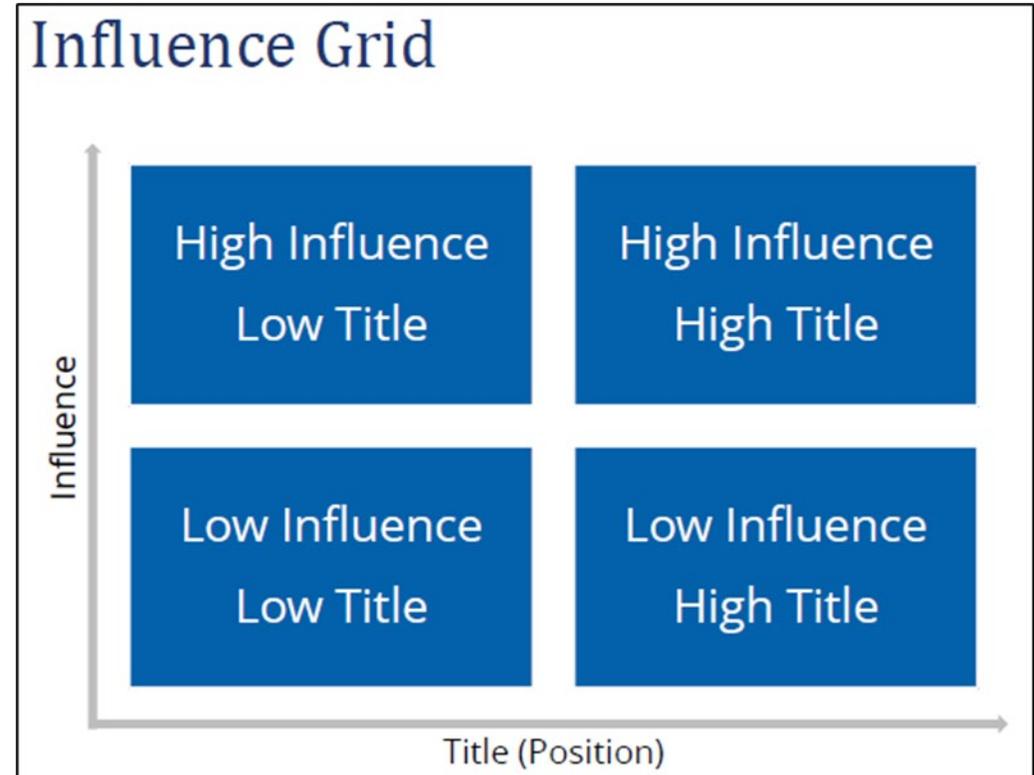
Time is your most valuable asset– say yes to business you want.

- Client dynamics – are they growing or shrinking? High margin industry? Consumer brand? Likely to cut promo spend unexpectedly?
- Industries that you know as an AE – replicate success with one client in another. Or opportunities to sell adjacent categories
- Cost to service the client – do a client’s requirements (tech, distribution, testing, sampling etc.) set you up for success or failure?



Relationship Map

- Buyer, Coach, Gatekeeper, Influencer, Executive Sponsor Qualification is on-going
- Coaches are the people who want us to win & win if we win. They are critical to driving success - no matter how many we have, we need more!



Business Fit

It's not enough to research only a customer's needs
– we need to better understand their business.

How two companies, working together,
can support the customer in creating
business value through:

- Attainment of objectives
- Implementation of strategies
- Resolution of issues:



Final Thoughts

- The Research Meeting (95/5)
 - A meeting focused on improving your understanding of the customer's business
 - A meeting to gather information; it is not a product-focused sales call
- The POSI grid (profile; objectives; strategies; issues) is a great tool for organizing our research.



Key Take-a-ways and Q&A



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