




Strategies To Up Your Sales Game

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Strategies

- Industry Research
- Vertical Market Focus
- Consultative Selling
- Other Tips & Tricks



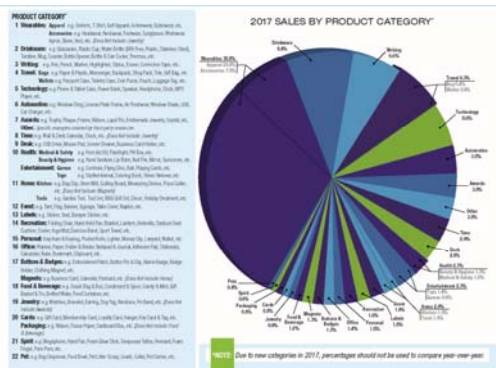

Industry Research

- By Product Category
- By Event
- By Industry
- End Buyer
- Other Content

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*NOTE: Due to new categories in 2017, percentages should not be used to compare year-over-year.

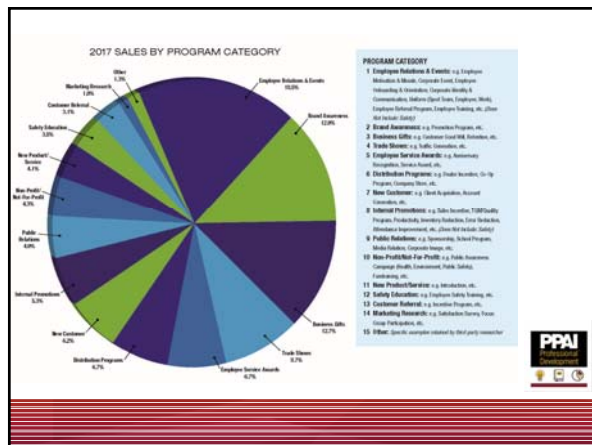
What's Trending????



- Wearables 36.8%
- Drinkware 8.4%
- Writing Instruments 6.6%
- Travel 6.3%
- Technology 5.6%
- Automotive 3.6%

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PPAI
Professional
Presentation
Association



Trending Programs



- Employee Engagement 18.5%
- Brand Awareness 12.9%
- Business Gifts 12.7%
- Trade Shows 8.7%
- Employee Recognition 6.7%
- Distribution Programs 6.7%

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Trending Programs

SAGE TOP 10 Industries Buying Promotional Products

| | |
|---------------------------------|---|
| 1. Education | 6. Government |
| 2. Financial | 7. Trade, Professional Associations and Civic Clubs |
| 3. Health Care | 8. Real Estate |
| 4. Not-for-Profit Organizations | 9. Automotive |
| 5. Construction | 10. Professional Services, Consulting, IT, etc. |

Other Trends

Industry Research

- Demonstrate your knowledge/access to information
- Identify product opportunities for growth
- Identify event/use opportunities for sales applications
- Identify market/customer opportunities for sales growth via new clients/markets

Industry Research

- Suppliers are a great source for selling applications – who offers the top trending products, do they have case studies, video or testimonials
- Use it to turn you into an “expert” for specific events or needs
- Use it to become a vertical market “expert” – more on that!



Industry Research


What and Where?


- PPAI Website
- Promotional Products Work
- PPAI Get in Touch! Campaign Materials
- Graphs, Charts, Printed Materials & Video
- PPAI Media



Audience Engagement Question:

Is there additional research that would be helpful to you?





Vertical Markets

- A sales strategy of selling to businesses based on a specific industry
- Provide an opportunity to "clone" great ideas
- There are innumerable vertical markets i.e., aerospace, automotive, education, finance, healthcare etc.
- Vertical markets can have expansive subcategories
- Utilizing specialized knowledge to increase business and sales per customer
- Need to become an "expert"



Vertical Markets

- Different markets have different needs
- Narrow field of focus to one market before moving to the next
- Need to learn more than jargon and more than a customized online "face"
- Thoroughly explore the market to learn expectations, needs and processes to establish credibility
- Invest in their "community" – participate in events and conferences and timely content



Vertical Market Strategy

- Identify potential market based on current client success
- Identify potential market based on local market strength
- Learn about key content drivers and engage, read, participate
- Identify potential suppliers with product that is a "fit" but not a "me too"
- Learn about their market hierarchy – who are the key players, what are differentiators
- Learn about any legal or cultural obstacles
- Identify core demographic



Vertical Market Strategy







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Audience Engagement Question:

What would a core benefit of vertical market selling be?



Case Studies

- Not formalized or research-based
- Can be developed based on anecdotal information or testimonial
- Also can be presented in selling application
- Libraries exist -
 - Idea Source
 - Supplier Sites
 - Sage
 - Editorial



Case Studies

- Written format with supporting visuals
- Conversational – booth or sales presentation
- Catalog information or links
- Video library

Case Studies

my Journal

The book is a colorful, illustrated journal for children. It features a variety of drawings and text, including a large '3' and a drawing of a person. The cover is red and yellow.

Case Studies

m

The book is a black and white illustration of a lowercase 'm' on a black background. It includes a small drawing of a person and some text.

Case Studies



Objective
The goal of the project was to create a comprehensive performance measurement system for the company and its subsidiaries. The focus was on measuring the quality of the work and the efficiency of the production process.

Strategy
The strategy was to create a system that would be easy to use and would provide a clear picture of the company's performance. The system was designed to be a tool for the company's management and not a tool for the employees.


Results
The project was completed on time and within budget. The system was well received by the company's management and the employees. The system has been used for several years and has helped the company to improve its performance.



Case Study – Selling Ideas

- Websites: written format with supporting visuals
- Conversational: booth, sales person, customer service rep
- Make this a part of your conversation or suggest that they develop this type of content

Hint: bookmark or make a short list of the suppliers who are a strong resource



Vertical Market Strategy








Vertical Market Strategy



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Case Study – Editorial Resources

- Post show features
- Monthly editorial features
- Special editions
- PPB & Other industry magazines
- Industry Blogs




What Convinces Customers to Buy?



- 25% want research that demonstrates the likelihood of a positive outcome





- 20% want case histories demonstrating success
- 54% want both



Audience Engagement Question:

What is one of the key components of Case Studies?





Solution/Consultative Selling




Solution/Consultative Selling


- Sales methodology
- Focuses on the customer's problems
- Product is just an element that leads to a solution
- Mutually agreed upon solution to a recognized problem
- Offers measurable improvement



Solution/Consultative Selling

The solution selling methodology has evolved as key components of professional selling evolve.


- Diagnosing customer needs
- Crafting a potential solution
- Establishing value
- Positioning proof, ROI and the total solution
- Negotiating a win-win solution
- Following up to ensure customer success



Solution/Consultative Selling


I recently heard a sales trainer say:

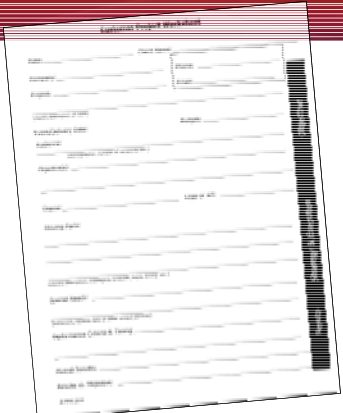

"You need to be asking 40-45 questions to identify key needs of the customer – only then will you have the information you need to begin crafting a plan."



Where to Start

- Who is the target audience
- How many people
- What is the primary objective
- What other components will be included
- What is the budget for all components
- What are the necessary elements and timing for the program
- What results would be considered a success by the client




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Audience Engagement Question:

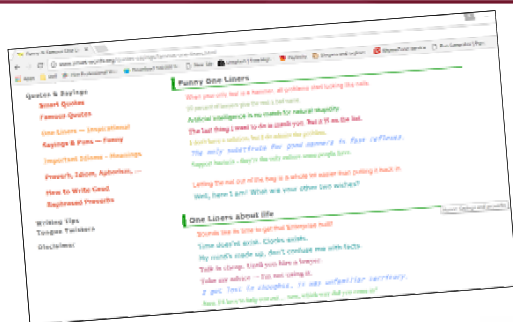
What are the key differences in consultative selling vs. product selling?



[illegible]

Get Creative

Get Creative



Get Creative



Audience Engagement Question:


What key challenge can these sources solve?



Other Basics

Other steps to better creativity

- Use search tools to identify product by theme
- Search for product that is shaped to fit theme
- Watch for colors that compliment theme artwork
- Create a "tickler file" and include mailings, ads and ideas that you think are cool
- Review award-winning programs and see what might be adaptable for your clients




Other Basics

Other steps to better creativity



Stop asking "What's New?"

Work with your factory and multi-line reps to learn about their selling successes with products or specific markets – They can be a tremendous resource.



Other Basics

Other steps to better creativity

Tips and Techniques from Top Sellers

Other steps to better creativity

- Attitude is everything – make feeding positivity a priority
- Adopt a routine – you'll get more done
- Prepare to WOW – learn as much as possible – develop a client profile, set goal and practice – use education & inspiration
- Learn to accept rejection – don't start the pity party – use positive outcomes to keep you motivated



Tips and Techniques from Top Sellers

Other steps to better creativity

- Know your products and services – identify key product that represent the client's brand
- Manage your time – use delegation – be proactive, not reactive – use blocks of time for routine
- Organize – There isn't a one size fits all – use what works for you
- Ask the right questions – identify pain points, must-haves and wish-lists – use these to find solutions



Audience Engagement Question:


What tips or technique from top sellers stood out for you?
Why?








Key Topics Covered

- Industry Research
- Vertical Market Focus
- Consultative Selling
- Other Tips & Tricks




Review Key Takeaway Messages

- A variety of sales strategies exist
- Each is anchored in published content but is easily combined
- Each has the potential of removing the "based on price" sale model
- The key elements of these strategies allow for an authentic sales process and maximize content that is basically available for free

Thank You!

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