

Promotional Consultant & Supplier Selling 101

Lindsey Davis, MAS



All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev

Agenda For Today's Session

Distributor & Supplier Strategies for:

- Consultative Selling
- Vertical Market Development
- Supplier/Distributor Partnerships
- Questions?

All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev

POLL QUESTION 1:

How long have you been in the Promotional Products Industry?

I am not yet
 1 year or less
 1-2 Years
 Over 2 Years

All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev

Challenges Facing a New Sales Person

- Limited Sales Experience
- Overwhelming Product Expanse
- Limited Time
- Where to Start?



All rights reserved by Promotional Products Association International



@PPAIProfDev

POLL QUESTION 2: Which of these challenges is most relevant to you?

- I have limited sales experience
- I am overwhelmed by the product expanse
- I have limited time
- I just don't know where to start



All rights reserved by Promotional Products Association International



@PPAIProfDev

Strategy One: Consultative Selling

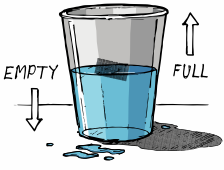
GOAL: Develop a more complete understanding your client's unique needs to create a solution that is based on facts, not assumptions.



All rights reserved by Promotional Products Association International

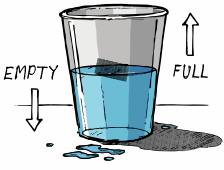


@PPAIProfDev



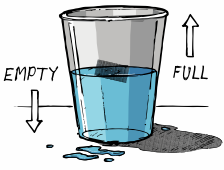
Pessimist says the glass is half empty.

All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev



**Pessimist says the glass is half empty.
 Optimist says the glass is half full.**

All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev



**Pessimist says the glass is half empty.
 Optimist says the glass is half full.
 Salesperson says let's talk about the benefits of ice.**

All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev



Pessimist says the glass is half empty.
 Optimist says the glass is half full.
 Salesperson says let's talk about the benefits of ice.

Consultative Salesperson asks how do you plan to use it?

All rights reserved by Promotional Products Association International
 PPAI ONLINE Education @PPAIProfDev

1. Research



ATHENA SALON, SPA & WELLNESS

200

BRAND LOYALTY

Results indicate that consumers who receive promotional products are more likely to increase loyalty to the brand.

Mapping Out The Modern Consumer - 2017 PPAI Consumer Study

All rights reserved by Promotional Products Association International
 PPAI ONLINE Education @PPAIProfDev

2. Ask the Right Questions

The Foundation of Consultative Selling is Curiosity

- **Effective Questions:**
 Who? What? Where? When? How? Why?
- **Ineffective Questions:**
 Do? Are? You? Can?

All rights reserved by Promotional Products Association International
 PPAI ONLINE Education @PPAIProfDev

3. Listen, Really

© Randy Glasbergen / glasbergen.com



"How can I learn about your company's needs if you keep interrupting me?"



All rights reserved by Promotional Products Association International



@PPAIProfDev

4. Dig Deeper

So you mentioned...
I'm curious why....
Can you walk me through...

Tell me more about...



All rights reserved by Promotional Products Association International



@PPAIProfDev

5. Make Recommendation

- Be authentic and confident
- Don't be afraid to step away before making your final recommendation
- Ask: Are you ready to move forward?
- If you need to, back up and dig deeper



All rights reserved by Promotional Products Association International



@PPAIProfDev

Strategy Two: Vertical Markets

Business Development with a focus on a specific industry creates:

- Expertise
- Efficiency
- Expansion Opportunities
- Enviably Growth

▶▶▶ All rights reserved by Promotional Products Association International





 @PPAIProfDev

POLL QUESTION 3: Do you have experience outside of Promotional Products?

Yes
No

▶▶▶ All rights reserved by Promotional Products Association International



 @PPAIProfDev

Find your Vertical Market

- Past Experience
- Personal Connection
- Current Client Success/Referrals
- Potential Growth
- Passion

▶▶▶ All rights reserved by Promotional Products Association International



 @PPAIProfDev

Target your Vertical Market

- Learn Jargon
- Understand Needs, Expectations and Process
- Maximize Opportunities and Trends
- Join their Community

= Establish Credibility

 All rights reserved by Promotional Products Association International
  @PPAIProfDev

Strategy Three: Partnerships

Distributor Partners: Collaborate

- Utilize Supplier Sales Tools
- Take advantage of virtuals and specs
- Ask when you need help
- Push beyond price selling
- Learning basics about graphics

 All rights reserved by Promotional Products Association International
  @PPAIProfDev

Strategy Three: Partnerships

Supplier Partners: Make it EASY

- Identify markets and opportunities where your product is a fit including: Industries, Events and Programs
- Stay up to date on testing and safety
- Create relevant resources

 All rights reserved by Promotional Products Association International
  @PPAIProfDev





Follow Up Questions?

Contact:

Lindsey Davis, MAS

LDavis@rainingrose.com

319-200-4808



All rights reserved by Promotional Products Association International
PPAI ONLINE Education @PPAIProfDev
