

What's the most important question you
MUST ask of a client or prospect ?

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What's it being **USED** for

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Uses of promotional products

- Brand Awareness
- Event/show giveaway
- Loyalty gift
- Recognition
- Incentive programs
- Onpack promotion
- Employee welcome gift
- Product launch
- Conference
- Retail online store
- Referral/thankyou
- Club/Schoolwear
- Souvenirs
- Health and safety
- Recycling

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The common items that appear on the quotation

So what are they ??



Demo Distributor
 Cherry House, 780 Chesham Road
 Chesham, Bucks HP80 1JG
 Tel: 0494 632 4000 Fax: 0494 632 4018
 Email: sales@demodistributor.co.uk
 Web: www.demodistributor.co.uk

Quotation

Mr John Smith
 Creative Corp Ltd
 Suite 4A
 11 Riverside Business Centre
 NORTH ESPLANADE WEST
 Abingdon OX11 9SL

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Number	Date	Required By	Account	For The Attention Of	Valid For
1539	10/10/2012	31/10/2012	CREAT1	Mr John Smith	30 Days

Product Reference: 102005

Geo Pen
 With body splash pen in frosted colours over silver barrel. Metallic finish to details. - Black
 16 Ball
 Available in: Black & Silver, Blue & Silver, Red & Silver, Orange & Silver
 Price includes: 2 Colour Screen Print

Quantity	Unit Price	Total Price
2,000	£0.00	£0.00
Process (each)	£0.00	£0.00
Screen (each)	£0.00	£0.00
Delivery - Next Day (each)	£0.00	£0.00
Other Costs	£0.00	£0.00

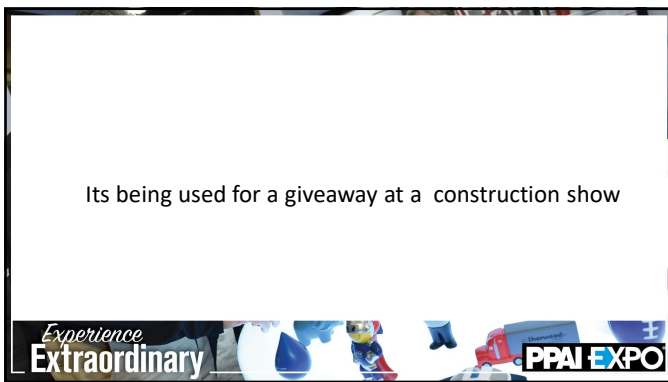


The essentials

- Quantity (breaks)
- Delivery date
- Product type
- Product description
- Image (with logo)
- Artwork requirements
- Contact details of client
- Your details (including reference)
- Date the quote was prepared
- The cost per item
- Costs of origination/delivery
- Quote validation period









What more could we add?

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Personalisation



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What do marketers say?

Compliance

Marketers rate *'knowing a company only sells compliant goods'* as 8/10 in terms of importance to them

However, there is little understanding about what compliance is

5%

identified it as meeting regulatory requirements



Stock availability

- There is limited stock on this, shall I hold it for you?
- They are so popular, stocks are running out, suggest you place an order now, we can print later
- Stock on blue is 5,243, yellow 2001, white 200 (shipment not due till next month) can you use Blue or a combination?

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Packaging option

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Your credentials



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Recap: Key Takeaways


- You must ask key questions first
- Is it a prospect or a client
- Find out what's really important to them
- Who are the key influencers in the decision
- Don't miss out on ALL the elements if you want to close that sale



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