

Working with a Promotional Marketing Specialist

When you find a knowledgeable, reliable promotional products advisor, it makes a lot of sense to *stick with them*. It takes time for people to get to know your company requirements, understand your corporate culture, establish payment terms, work out reproduction details of your logo, and do the adequate research to ensure that your job is being handled by the right supplier to meet your needs and deadlines. Don't try to rush through this process. As these elements fall into place, a good promotional products advisor can quickly become a very valuable and important member of your marketing team.

Companies that take a "disposable" attitude toward promotions product specialists by constantly bidding out projects to strangers and then buying based on price alone, often end up doing themselves more harm than good.

In an industry of 5,000+ suppliers of *wildly varying quality*, the quest for "cheapest price" often leads to botched print jobs, frayed nerves, missed deadlines and zero accountability. So while competitive price is always a consideration, be aware that the money saved during a grueling bidding process can be lost *many times over*, if the lowest bidder lacks the knowledge and resources to get the job done right or to help you recover in the event of a problem,

In every industry, those who are unable to sell their services based on skill, knowledge, quality or experience will invariably sell on price.

The best are rarely the cheapest, but loyalty to a reliable advisor pays enormous dividends by allowing you to avoid the grief, frustration, problems and embarrassment that often arise when doing business with those who sell based on price alone.

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