

XENA'S PROMO BATTLE TIPS

A Sales Warrior's Guide to Getting the Most
from your Promotional Product Dollar



A B C D - Who is What? Buying For Your Hypothetical Audience

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Last week, the sales reps at Image Group took part in a quiz given by our guest speaker, Diane McCurdy, financial planner and author of [How Much Is Enough](#). The quiz was fun and simple, designed to give us a sense of how we approach money in our lives and, I found, in business.

Fourteen multiple-choice questions took us through various scenarios around money and what we do with it. Tally up your A,B,C and D answers and you find the letter more often chosen is the category that is "you."

A is The Spender.

Motto: *You only live once.*

They're forward thinkers, live in the now, love fun and know where to get just about anything though, predictably, they have a hard time saving money.

B is The Builder.

Motto: *Make it so.*

The creative group, the entrepreneurs and business leaders, they are the ones who live to generate ideas and use money to make those ideas happen, when they don't fall into their tendency toward not finishing projects, that is.

C is The Giver.

Motto: *It's better to give than receive.*

The ones our world couldn't do without, they find the most joy in putting their time, energy and money into doing good and helping others, sometimes at the expense of

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[Who's Blogging About Corporate Giving?](#)

their own needs.

D - The Saver - *that was me!*

Motto: *A bird in the hand is worth two in the bush*

These are the organized ones who can make the most out of very little and who hold a hawk-eye watch over money-wasting and money-saving opportunities, when and if they're willing to part with their money, that is.

Laughing as we recognized the truth in ourselves, Diane was keen to point out that there is no judgment around this but merely an understanding of where you are now. Um, hello?

We're sales people in the business of promotional products - how could we *not* (particularly the mere two of us who were D's) sit a wee bit taller in our seats knowing **we save money**, which effectively means we likely **help our clients save money**?

Then I got to thinking...**what if, when you are choosing your branded promotional products, you imagined your clients and prospects in any of these categories? Would it help you choose more wisely?**

I think it would.

Especially if attracting those people to your business is the main goal of your product in the first place.

What if your event attendees were Builders? Would you choose a product that appealed to their sense of innovation, churning the wheels of their creative minds with potential business opportunities between them and *your* company? Or would you just toss every Tom, Dick and Joe Builder another logoed pen to be lost among the other pen promo's they received that day?

What if they were Spenders? Spenders who are looking to do business with companies that share their zest for life, their vigor for great business and lots of it. Since you're looking for more business why not show your spenders through your *carefully* thought-out-fun-very-current-promo-product, that *you* are the company to do business with. Since they'll be seeking the best, why not *be* the best to them?

What about Givers? Givers often receive very little back, so why not choose something memorable to them that also shows them who you are as potential business partners to *them*? A gift that illustrates your appreciation for the value of money and the fuel it can be for good business. Give a giver a product they perceive as a waste of money and you've lost them for good.

And Savers? There are more than 20,000 imagined Savers attending that massive annual trade show and you're a main sponsor. They won't want a bag full of toss-away, wasteful and equally useless branded products. They'll want and respect the branded gift that tells them *your* company is of like mind, that you believe in practical investment and that you mean smart, solid business. And you mean it with them.

Though it's ridiculously generalized to assume everyone can fit into one category, it can help you avoid the, "let's buy the usual things we usually buy" trap, which can render you predictable and boring in the eyes of your target audience.

Not to mention, you'll miss the opportunity to gain more business partners than you would have had you thought of them from the beginning. Even if it was hypothetical.

Links

[The Xena Tips Archives](#)

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"Achieving Greatness Starts with Asking The Right Questions. What's Holding You Back?"

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Interested in seeing who you are? Here's the [quiz](#).

About Xena Sales Warrior

As your **Marketing and Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promotional needs.

To go the distance to communicate your message and have you stand out among your peers with warrior-inspired promotional products.

Bottom Line: Making you look great everytime.

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