

WINNIE'S WISDOM

1. Give yourself enough time to be sure you get exactly what you want.
2. Do a "Repeat Order" for an item with which you are already satisfied when a "Rush Order" is required.
3. Include promotional product projects in your annual budget.
4. Remember that each additional color in your logo imprint requires extra charges.
5. Do not put too much information on a small object. Remember the rule of "KISS"
6. Tell your sales consultant exactly what it is that you are trying to accomplish.
7. Be reasonable in your expectations of ROI.
8. Be honest about the exact date you need the item "in hand".
9. Try thinking a year in advance with a plan conceived with the help of your consultant.
10. UPS can be very particular of a shipping address even to the zip code. Be sure to verify it to insure timely delivery.
11. Be ready to spend a little more now for quality. A "bad" pen with your logo on it is not the message you wish to achieve.
12. Develop different levels of trade show give-aways; one for the general public, another level for possible future accounts and the better gifts for existing accounts.
13. Send a "teaser" item before the show with a complimentary piece they can pick up at the booth if they view and listen to the "pitch".
14. Always check and double check a proof before signing off on it.
15. Inspect shipment of goods upon arrival. Most can be refunded, if incorrect, within 10 days or perhaps redone and corrected in time for the show.
16. Celebrate each benchmark met whether in amount of sales or years in business, etc.



17. Keep integrity in your logo for an important recognition factor!! Don't make the mistake of changing it every few years.
18. Remember your employees. Recognize them for their accomplishments with awards, rewards or for having done something memorable.
19. Don't forget to take the "Early Discount" on calendars and appointment books.
20. Keep your good credit and use company credit cards, Visa, Master Charge and American Express.
21. 80% of all new business' fail in the first 5 years. This marks 25 years for us and we hope your other suppliers also have a good track record.
22. Have you considered using a promotional item as "your signature"? One way is to start a "collection"; different but the same theme, teddy bears, hearts, beverage holders.
23. If you like "sales" or "specials" don't be shy', be sure and tell your consultant to email them to you as they become available.
24. Your salesperson is no different than anyone else. If you like how she works with you, give her Kudos and a referral. She will always do her very best for you.
25. Raise a daughter who will do all your work for you(for those of you who don't know, Wendy Fahle is Winnie Martin's daughter).