

7 Things You Really Need to Know About Promotional Products before You Invest a Single Penny

By Mo Yusuff

Tip 4

4. Spotting the tell-tale signs to help you avoid choosing a supplier who wastes your money, gives you rubbish quality and stops you sleeping at night

Before I start I'd like to point out that most promotional product suppliers are very good at what they do.

And it's not my intention to rubbish my competitors or accuse anyone of any wrong doing, dishonestly or lack of professionalism.

Besides anyone who does offer a bad service won't stay in business for very long anyway.

The reason for me sharing my knowledge with you today is to help you spot those suppliers who maybe haven't been in the business for very long and just don't understand promotional products as well as the experts.

Those who perhaps use printing companies, decorators and factories who are not the best around – and trust me there are many.

We “black list” companies all too often for messing up more than they should.

So let's get started.

Now rather than telling you what to avoid I'll show you what you can do to at least reduce the headaches, lessen the problems and avoid companies that seem to make processes complicated, hard work and sometime just downright unpleasant.

And we've all experienced them both at work and in our personal lives.

Three very simple and probably obvious things, but if you follow them you won't go far wrong.

- I. Ask a colleague or friend if they can recommend someone** – dead easy and the great thing is it takes a lot of the risk away.

Although you may not actually know them yourself, they come highly recommended and the chances are you'll receive the same outstanding service as your friend did.

II. Make sure they have some sort of guarantee – if a supplier has an impressive guarantee, it tells you two things about them.

One – they are more focused on making sure you get exactly what you want and when you want it.

And secondly, if something does go wrong at least you know they'll be none of those “yeah but no but” moments.

So something like “If you are not completely satisfied, for any reason whatsoever, we will replace your order as fast as we possibly can free of charge.” is something to look for.

III. Check for testimonials – see what other people are saying about them.

Its, all very well for them to tell you how good they are... they would wouldn't they? If someone else is telling you that, it makes it all the more believable.

Easiest way to do this is check their website.

OK, that's it for now, next time it's all about promotional consultants and why you should consider using one.

Coming next...

Tip 5. Why you should consider using a promotional consultant