

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

By Mo Yusuff

Tip 5

5. Why you should consider using a promotional consultant

Image this. You're a small business owner or you work for a relatively small company, say with a turnover of less than £10 million a year.

Chances are you don't have the luxury of spending all your time just buying promotional products.

There lots of other stuff you do. Organising exhibitions, sorting out press releases not to mention all the other marketing activities.

Now image being able to pick up the phone, speak to someone about an up and coming event, product launch or something similar.

And rather than you having to spend lots of time, hunting for promotional products that are relevant for the occasion and different enough to create the interest you want them too, it's all done for you.

Promotional consultants are experts at all things relating to promotional items.

They have access to extensive databases which contain literally hundreds of thousands of promotional products.

They are in tune with the latest trends including hot items and the newest products.

The other huge advantage in using a promotional consultant on a regular basis is that you build up that all important relationship and they get to understand the stuff that works best for you.

Here's a really good example of how well this works.

A good customer of mine calls me up looking for quality products for a designer brand.

All the products need to reflect the high quality of the brand and the colour theme of black and gold.

Here are just two of around a dozen items we uncovered:

Pens - black with gold nose cone.



Pen with style

Interestingly this was not a standard option and it was only because we asked, that we discovered the manufacturer had a few thousand gold cones left over from a previous order.

And how about this beauty – an actual gold plated business card holder. They went down a storm.

So leave it to the experts.

When your car's not working what would you rather do? Tinker around with it yourself or get yourself a good mechanic?



Armani gold plated card holder

That's tip number 5 and next time I'll show you why planning can save you time, pain and hassle

Coming next...

Tip 6. Planning