



## How to Pick the Right Promotional Products Company

When you're looking to buy promotional products, logo apparel or corporate gifts, you have a lot of options. There are thousands of promotional products distributors in the United States alone, and for the most part they sell very similar products. How can you tell which one can get you the best service, products and price? True Uniform & Promotional Supply has come up with some guidelines to help you determine if your supplier is a reputable company that can offer you the service you deserve.

### **Are they more than just a salesperson?**

A large portion of the industry that sells promotional products is comprised of basic sales reps that simply lack the resources to do the very best job possible. When evaluating a potential promotional products vendor, take the time to find out if they have the right infrastructure that will meet your needs. Do they have an art department to make your logo look its best? Do they have a production department that can follow up on your order to ensure your custom imprinted promotional products ship on time? Can they produce and manage a company store? If the answer to any of these questions is no, you may be risking a successful promotion or event.

### **Do they really know promo products?**

It can be hard to tell the quality of a product from an image on the web or a picture in a catalog. A good promotional products distributor has experienced the products and knows their quality. They also know how reliable different manufacturers are and only work with the best (Gold and Silver Suppliers). They can save you money by finding an item that can ship from a nearby location, or a factory that can expedite the order. A good vendor can also find whatever you're looking for, but most importantly a good vendor should be able to show you these items in person.

### **Can they help your business marketing?**

Anyone can sell you a promotional product, but most distributors don't take the time to understand your business in order to help you solve a problem or achieve a goal. A good promotional products vendor should act as if they are an extension of your company. A consultant who can bring real life case studies of their product into play. If you're working with a company who doesn't have experience with your industry, or a sales rep who doesn't take the time to understand your business, you're not getting the most value for your money. Look for a vendor who seeks to understand your ultimate objective and has the experience to find the best product to achieve it.



## **Can you count on them in the clutch?**

If you're working with an undersized or inefficient promotional products provider, the odds are they may not be available when you need them the most. If they're on a vacation, for example, what is their contingency plan in case of an emergency? Even a larger vendor without the proper systems and organization you may not be able to get the information you need when you need it. The best suppliers will have someone that can answer your questions or make changes to your order at any time.

## **Can they work miracles?**

Of course everyone hopes they'll never face a disaster, but when the time comes to pull some strings what options do you have available? Only the companies with the largest volume of orders and prompt payment history have the leverage to expedite production or control inventory that might otherwise be sold out. A small vendor may have neither the buying power to move mountains or the financial ability to absorb a mistake. It's important that your sales rep understand they have the right and responsibility to do whatever it takes to make the impossible possible.

## **What else can they do?**

Even if you're just looking to buy one item, it's good to know that when the time comes you'll be working a distributor who can handle whatever the future has in store. Promotional products are a great form of advertising. But just as in all media methods the mission of the product is to achieve a desired result. Does the item help grow sales with increased lead generation? Does it improve the culture of your business through employee awards? Does it bring awareness to your brand by recognizing your best customers with an effective gift?

The bottom line is, when you're picking a promotional products provider, ask the right questions and find out if they're the right supplier for you. This is a commodity driven business and a lot of companies may look the same, but when it comes to service, quality and reliability, not all suppliers are equal. Now that you know what to look for, you can choose to work with the best.