

# EVALUATE BEFORE BUYING

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**The Dilemma:** Your budget is tight, but company promotion and employee recognition needs to be done.

**The Temptation:** Get online and start surfing . . . Pick up the phonebook and start dialing . . . Purchase whatever the door-to-door salesman offers because it is low priced.

## **The Questions Are Routine:**

“Can you put my logo on a shirt (or mug, or pen, or ballcap)?” Of course the answer is “Yes”.  
“What brands do you have available?” “We carry our house brand.” Hmmm, what is the quality?  
Your very next question is “How Much?” Because they aren’t trained to tell you which item can be used most effectively to convey the message you are trying to get across to your customers, employees, and prospects, they just quote you a price. And you continue price-shopping with the next guy on the list.

The objective of this type of company is to sell stuff -- lots of stuff.

When you’re looking for promotional tools to keep your name in front of people for a long time, it’s not about the money. It’s about the positive impression you are going to make. However, so many people place promotional products into the commodity category that it just winds up being “who’s got the cheapest price?”. There is so much more to brand recognition than price.

The company you choose to produce your promotional product should know about all the decorating techniques and the very best way to acquire your logo. They should ask you many questions. Not because they don’t know what they’re doing, but because they DO know what they are doing. They need to be your counselor, your confidant, your advocate. They need to ensure you get the right tool and that it is presented in the best way possible.

Did you know that some online and catalog companies have been known to significantly raise the price of shipping to make up for the low price of the products? Did you know that they may make up the difference by raising the price of other products, but make you think that they are the lowest priced company? It’s all about price; not about successful programs.

What is their return policy? It isn’t simply a matter of you changing your mind when the product arrives. What if the imprint is wrong? What if the product is defective? Can you get satisfaction?

While it is very tempting to think that you are saving money by price-shopping, that may not be the case. What is your time worth? Are you taking away from other tasks that your employer has assigned, just to surf the net and make phone calls? Whether you are a business owner or an employee of the company, you would accomplish so much more at your job by finding a promotional counselor that you could turn to for advice and guidance. This person specializes in knowing what is available, how certain gifts have been used in the past, and even getting the most return for your investment. It is what they do all day, every day.

So the next time you’re tempted to grab a “giveaway” at the last minute, stop and consider what a marketing consultant, who is also an educated promotional products counselor, can do to build your company’s image. You will definitely be pleased that you took the time to make a plan and that you have someone who cares about your success.



Compliments Of:

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