

Chapter 11: Four Profitable Markets

To be successful, you must have the ability to determine which markets are best to call on now and in the future. I want to focus on four markets you should be thinking about today.

Market 1: Real Estate

Current Status: Nearly always good! Realtors and commercial listing agents have sufficient funds available to spend on marketing.

Opportunity: Contact realtors and tell them that you can help them acquire additional listings by working with them to design an effective mailing program. By implementing a targeted mailing plan that features a compelling promotional item, they can acquire more listings and find interested buyers.

Marketing Plan: Show realtors eco-friendly seed cards that they can mail to residents in their work area. Seed cards include a removable insert that's embedded with wildflower seeds. The recipient can soak the insert in water overnight, plant it in soil and watch a beautiful plant grow. Everyone loves these cards, and they draw positive attention among sellers who want to list their homes. Plus, they're more unique than magnets, key tags and mugs that customers have seen a hundred times before.

My Experience: All the realtors who purchased seed cards from me saw increases in quality listings, not to mention several buyers for their current properties.

Other product suggestions:

- Reflective products that promote child safety
- Useful kitchen items like hot pads and cutting boards

Market 2: Non-profits

Current Status: Non-profits are always in need of donations and volunteers.

Opportunity: Most agencies are good at running capital campaigns, but they tend to come up short with smaller fundraising ideas. Help them accomplish both goals.

Marketing Plan: Show them T-shirts and caps they can give to people in return for donations. I sell these products in quantities of 250 pieces for \$5 to non-profits, who in turn give them to donors in return for contributions of \$20.

My Experience: The best way to establish relationships with non-profits is to become a volunteer. I have sold many orders to the charities I volunteered for as well as the other volunteers who own their own business.

Other products suggestions clients can sell during charity walks:

- Water bottles
- Bags

- Sweatshirts

Or to thank volunteers:

- Custom die-cast, color-filled lapel pins

Market 3: Construction

Current Status: Contractors are increasingly interested in safety programs.

Opportunity: All construction companies want to decrease the amount of money they pay their insurance carrier for workmen's compensation insurance. Selling safety programs builds long-term customer relationships and leads to numerous repeat orders!

Marketing Plan: Approach personnel managers at construction companies and describe how handing out promotional items to employees like shirts, caps, coolers and jackets will increase their desire to avoid accidents.

My Experience: In one safety program I sold, the customer paid \$55,000 in a year's time for wearables and coolers they gave to personnel as rewards for working accident-free during two-week pay periods. These employees were so motivated that accidents reported to the insurance company decreased 60% by year's end. The insurance carrier refunded the client \$255,000. After deducting my fee, the company netted a yearly savings of \$200,000.

With this track record and a copy of the customer's refund check, I visited 10 other large contractors and sold four other safety programs, ranging from \$35,000 to \$70,000.

Market 4: Banks

Current Status: The number of smaller banks is growing, and most are locally owned, which makes it much easier to sell them than medium to large institutions.

Opportunity: Banks need promotions in order to increase their number of depositors, write more loans and sell retirement planning services to consumers.

Marketing Plan: Suggest giving puzzle pieces drive-thru window customers. These pieces will encourage them to visit the lobby and find out if their piece fits a master puzzle. If it does, they win a prize or a free savings bond.

My Experience: A recent order that I sold to a bank was inspired by their desire to increase awareness for branch locations. The client holds tailgate parties during TCU football games, and they wanted to give away an item to their guests that they would enjoy and then take home. One of my competitors showed them rally towels, which they were about to purchase until I showed them my pick: popcorn megaphones.

The bank preferred the megaphones to the towels because they were available in TCU purple, and they could be imprinted with the school's logo as well as their own. I knew the megaphones were a big success because they were all gone in just three hours.

The item created exposure the bank needed, and the next week they were inundated with calls from people wanting a megaphone of their own.

Other product suggestions:

- Lip balm
- Anti-Microbial pens
- Lunch sacks
- Nail files – double-sided imprinting; great cost per impression!

To stay in front of competitors, you have to stay current with buying markets. That means you must be able to determine who the current buyers are and what markets to pursue next!



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