

Chapter 12: Final Thoughts

You are probably entering the promo world for the opportunity to make a lot of money, and that certainly can happen. This is your chance to meet people from all over the world, create lifelong colleagues and keep those connections forever. Through attending shows, you'll travel to great places, learn about a new industry and develop a new passion. If you're working for yourself, you'll experience the excitement of being your own boss. If employed by a large distributor, you'll learn amazing lessons from others. It will be what you make of it: this is one of the few professions where the more you put into it, the more you get out of it—which you'll see immediately. Hard work *actually* pays.

You must love what you do. Being in sales has many challenges and is not for everyone, and that's something you can really take pride in. It's hard work, but the satisfaction you get out of it is something you'll never find in any other line of work, so get started today!

New Distributor FAQ

How do I find good suppliers?

Start by checking them out on Distributor Central and attending trade shows. You can also ask peers who they buy from and find out which suppliers garner the most industry awards.

How do I compete with established distributors?

It's extremely difficult to compete head-on with long-established distributors, so don't try to do so right away. Instead, concentrate on calling on people you know, such as friends and smaller entities. Once you establish yourself, you can take on the big boys.

Do I need to work for a large distributor to compete?

No. Some people don't believe they can be successful unless they offer the bells and whistles that large companies offer, but that's not true. Working for a large firm will not guarantee you a place in the industry. What will get you going is focusing on the basics: personality, tenacity, creativity and honesty.

How do I build a credit rating?

Frequency and reliability. Never demand that suppliers extend credit to you if you have never placed an order with them. Start by placing orders with them over a period of time. Pay the orders in full with a credit card initially, and after that, ask them to allow you to charge half up front and put the balance on the back end.

Can I work from home?

Yes. Since I've been in the industry, I have sold more than \$25 million worth of products from a home-based business. Having a showroom is good for some people, but never feel that you can't be successful if you have a home office!

There are thousands of people who operate successful distributorships out of their homes. Nearly all of them say it's convenient and profitable. If you decide to work from your home, the most important thing is discipline. To maintain a home-based enterprise, you must keep things in order – both from organizational and mental standpoints.

How do I get new customers?

Network, network, network! By attending Chamber of Commerce mixers, ribbon cuttings and other weekly community events, I constantly meet new people and promote my business. I mail out a quarterly bounce-back card offering a nice gift to businesses in my area and I personally visit each person who mails it back. But they don't get the gift unless they are willing to see me!

Is finding new customers easy?

Not at all. Remember, the art of prospecting and selling requires a great deal of both persistence and patience. Hang in there and refine your skills. Finding new customers will get easier and closing sales will become routine over time.



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- * 100% Customer Satisfaction Guaranteed
- * Customized Distributor Flyers
- * Innovative Products
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\$40 REBATE COUPON

- * Offer good on an order of \$500.00 or more (product & tooling only).
- * Limit one offer per sales person, per order.
- * Not to be combined w/any other offer or quote.
- * Coupon must be attached to order.
- * Offer expires 12/31/20.
- * Use code: DS-2020-40

FREE DIE COUPON

- * Free Die up to \$80.00 net value.
- * Minimum 2nd column qty.
- * Limit one offer per sales person, per order.
- * Not to be combined w/any other offer or quote.
- * Coupon must be attached to order.
- * Offer expires 12/31/20.
- * Use code: DS-2020-FD