



Then/Now Promo Industry Reflection

Industry Then:

- ABCDEFG
- \$10B Industry
- 15K Distributors
- "A"
- Vegas Show
- No true overseas client solution
- "Trinkets and trash" peddlers
- "Trinkets and trash" or "tchotchkes"
- Casual Friday

Industry Now:

- PQRSTUV (Tricky)
- \$18B Industry
- 29K Distributors
- "C"
- Vegas, Orlando, Chicago, NJ, NY, etc...
- No true overseas client solution
- "Promotional products consultants"
- SWAG ("something we all get") Like that term or not.
- Casual everyday

Technology Then:

- Microfiche search
- Zip discs
- Internal network
- Floppy drives
- 10 CD boombox in office
- In-house servers
- Fax
- _@aol.com



Technology Now:

- SAGE and ESP
- Dropbox
- Wifi
- Flash drives
- Spotify (Facebook meets iTunes meets Pandora)
- The cloud
- Email
- _@gmail.com

Sales Then:

- Clients call you when they want to buy
- Your 1st Day: catalogs, phone books and business cards
- Anchored to desk w/ iMac or PC
- Your ideas are valued and respected
- The most successful sales archetype is the Relationship Builder
- Make a nice living selling tactically
- Chamber events
- 50/50 commission comp
- Phone rings and orders pour in
- Salaried
- "Your idea costs more, but it's so creative we're sold."



Sales Now:

- Your clients' first "call" is to Google
- Your 1st Day: video training, CRM platforms and account base
- "Anywhere" office
- Your ideas are a commodity and shopped
- The most successful sales archetype is the Challenger
- Must sell strategically as well to be a success
- LinkedIn
- Sliding scales, shared profit, base pay
- Longer and more complicated sales cycle
- 1099
- "Great idea, but my boss says we need three bids."

Product Then:

- Made in USA
- Recycled



Product Now:

- Made in China
- "Recyclable"

Distributors Then:

- Distributors buy through industry suppliers
- Products
- Bricks



Distributors Now:

- Some distributors buy direct from China
- Products and services
- Bricks and clicks

Suppliers Then:

- 10 day production
- Suppliers manufacture goods
- Suppliers blackballed if they sell direct
- Retail brands don't get our industry
- 300 page catalog



Suppliers Now:

- 1 day production
- Most suppliers are importers vs. manufacturers
- Some suppliers own distributorships next door
- Entire floor at largest show features only retail brands
- ZOOMcatalog

Operations Then:

- In-house
- Inventory management is like playing roulette
- QuickBooks
- Tree murderers
- UPS Ground



Operations Now:

- In-dia
- Software allows for real-time analytics
- QuickBooks
- Paperless
- UPS and FedEx Ground

Marketing Then:

- Direct mail and email marketing
- Advertising in Yellow Pages



Marketing Now:

- Social Media
- Yellow Pages: seriously? Promo Products!

Apparel Then:

- Cotton
- 6.1 oz
- Tultex
- One size fits all



Apparel Now:

- Poly
- 4.5 oz
- Gildan
- Styles for men AND women

Art/Decoration Then:

- Screenprinting
- Expensive "art director" cranking out designs
- Quark
- Overnight camera ready art



Art/Decoration Now:

- On-demand digital printing
- Crowdsourced designs from around the world
- 24 hour vectored art for \$15
- Art send digitally for free, in real time

Online Store Programs Then:

- Online store pain
- Physical catalogs represent the company store
- \$20K online store build-out
- Physical Inventory



Online Store Programs Now:

- Online store pain
- Online company stores
- \$500 online store build out
- Virtual Inventory