

Start Selling Promotional Printing

(It's Easier Than
You Think!)

First things first:

What is promotional printing?

It's simple: printed marketing materials like business cards, brochures, flyers, posters and more, which go hand-in-hand with traditional promo products! Your customers need promotional printing – don't make them go to someone else for it. Learn from DFS everything you need to know to capture print sales you didn't even realize you were missing out on.

PLUS, find a FREE sales guide from DFS on the last pages filled with ideas on how to sell print with promotional items!

Business Cards

The perfect “first pitch” print

Want to test the waters of promotional printing? Business cards are the perfect entry point. Every business has a need for them, so you can pitch them to any corporate client you’re already working with.

Close the sale. Suggest clients:

- Get a stack for every employee so they can network
- Stock up for trade shows and events
- Leave a stack at local businesses to raise awareness



Branding in Brilliant Color

Represent your customers’ brands in all their glory using the full-color printing services from DFS. They’ll help you with everything from paper selection to creative design, and provide vibrant and accurate prints every time.



Postcards

A mailer any client can afford

These prints make a great sell because they're cost-effective and can be used in a variety of ways. Plus, they boast more real estate than a business card for your customers to promote their company.

Close the sale. Suggest clients:

- Send special offers to their biggest clients and customers
- Mail before events to drive traffic and participation
- Pin to bulletin boards around their community



**Open House
and Sales**

Postcards are
especially popular
with real estate
agencies!



Flyers & Sell Sheets

The easiest way to share information

If your customers are trying to generate buzz about a new product or event, these prints will make the perfect pitch. With plenty of room for key information, they're great for fields like medicine and technology that may have complicated specifications to explain.

Close the sale. Suggest clients:

- Give out at trade shows and events as takeaways
- Include promotional offers to entice further action
- Mail to reporters for press releases on product and service launches
- Provide to their sales team to send out to prospects



Important Print Tip

Tell your clients they must always use high-resolution images for printing. Nothing ruins the quality of a piece faster than a pixelated pic!

Booklets & Brochures

The ultimate storytelling print

Boasting multiple pages and plenty of room for copy, these products should be your top choice when clients need to educate and inform. They're also extremely versatile: They can be mailed, handed out, emailed and more.

Close the sale. Suggest clients:

- Give out small booklets with traditional giveaways
- Create company newsletters to send regularly
- Hand out during presentations as supplements to the lecture



**Today's Special:
Sandwiches & Sales**

Brochures are an affordable option for restaurants to use as menus!

Posters & Banners

A cost-effective signage solution

Have a customer who wants to advertise their business but doesn't have the budget for fancy displays? Printed posters and banners can be hung indoors or outdoors so your clients can get their message anywhere they want.

Close the sale. Suggest clients:

- Generate buzz about events in the area
- Grab attention by advertising booth space at trade shows
- Advertise special offers, promotions and sales



Your
Promotional
Printing
Partner

Still not sure how to start selling? DFS is here to help you every step of the way.

DFS does promotional printing differently. They don't just supply you with printing services – they also work with you to understand your business, recommend the right products and meet your customers' goals. They give you access to their intuitive online platform that simplifies quoting, ordering and managing jobs.

About DFS, asi/47991

For over 35 years, DFS has been a leading supplier for full-color promotional printing services. It's no surprise why: Their goal is to help distributor partners find the perfect items for their customers and expertly bring their ideas to life through vibrantly printed marketing materials. They always put their distributors first, and are there to help them and foster their success.

There's no one else you'd want to work with for your full-color promotional printing.

Want to learn more?

Visit DFSFullColor.com
or call (888) 598-1234.





A Perfect Match

IDEA GUIDE TO SELLING PRINT WITH PROMOTIONAL ITEMS



500 Main Street - Groton, MA 01471
888.598.1234 - DFSfullcolor.com

Events

Whether it is a grand opening, tradeshow or somewhere in between customers buy promotional products to keep their name in front of their customers and print to tell their story

Customers purchase promotional items for:

- Tradeshows
- Grand Openings
- Open Houses
- Health Fairs & Wellness Campaigns
- Fundraising/Sporting Events

Sell them print and packaging:

- Bags, Boxes and Bows
- Banners
- Brochures
- Business Cards
- Booklets
- Sell Sheets/Flyers
- Presentation Folders
- Postcards



Product Highlights:



Postcards – A low cost way to promote an event to drive traffic. Include special offers and teasers to peak interest.



Sell Sheets/Flyers – Excellent marketing tools because they're highly effective at telling a story. They are inexpensive to print so they can be mass-distributed anywhere and everywhere a target audience will see them.



Vinyl Banners – Few single marketing tools can have such incredible reach as vinyl banners. Vinyl banners are made to withstand weather conditions and are fade-resistant. The campaign will survive the elements and be noticed by hundreds if not thousands of potential customers.

Company Milestones/Celebrations

Promotional products say “Thank you,” “Welcome” and “We did it”—
Print makes the presentation extra special.

Customers purchase promotional items for:

- Company Milestone Anniversary
- Employee Recognition
- Customer Appreciation/Thank You
- Customer Welcome Packages

Sell them print and packaging:

- Anniversary/Custom Seals
- Gift Bags/Tissue Paper
- Greeting/Thank You Cards
- Flyers
- Postcards



Product Highlights:



Make the presentation extra special with full color bottle labels.

Bags, Boxes and Bows – The presentation is just as important as the gift. Packaging makes an inexpensive item seem more valuable for little additional cost.



Greeting cards – On their own can make clients/employees feel special. However, adding a card with the perfect sentiment to any promotional product makes it extra special.



Postcards and sell sheets – During an event it is hard to tell a customer everything they need to know. Add a post card or sell sheet to any promotional item to tell a story. Add an offer to drive customers back.

Advertise Their Business/Causes

Promotional products printed with company or cause and website information spread awareness. Print provides the detail and reasons to act, couple your give away with table tents, brochures etc. that inspire attendance, or a response.

Customers purchase promotional items for:

- Promote Their Company
- Promote a New Product
- Build Awareness of a Charity or Cause
- Build their Brand

Sell them print and packaging:

- Brochures
- Booklets
- Calendars
- Sell Sheets/Flyers
- Presentation Folders
- Postcards
- Seals
- Door Hangers
- Rack Cards



Product Highlights:



Brochures – Many corporate identity packages include brochures, and for good reason—they're the friendliest and perhaps most personal marketing material around. There are many brochure sizes and folding options available, and it doesn't hurt to go a little large to stand out from the competition.



Full Color Calendars – This is one of the easiest and most effective branding strategies simply because calendars have intrinsic value—people like to stay organized. Plus customers have a full 12 months to showcase their products or cause.



Presentation Folders – Store all the vital information to hand to customers when they show interest in a product, organization, or service. Simply hand them a package with all the information already organized inside. This is crucial at trade shows, because it is easy for attendees to get everything mixed up when all the items are loose, because they are being handed many items constantly throughout the show.