

# MAINTAINING CUSTOMER RELATIONSHIPS

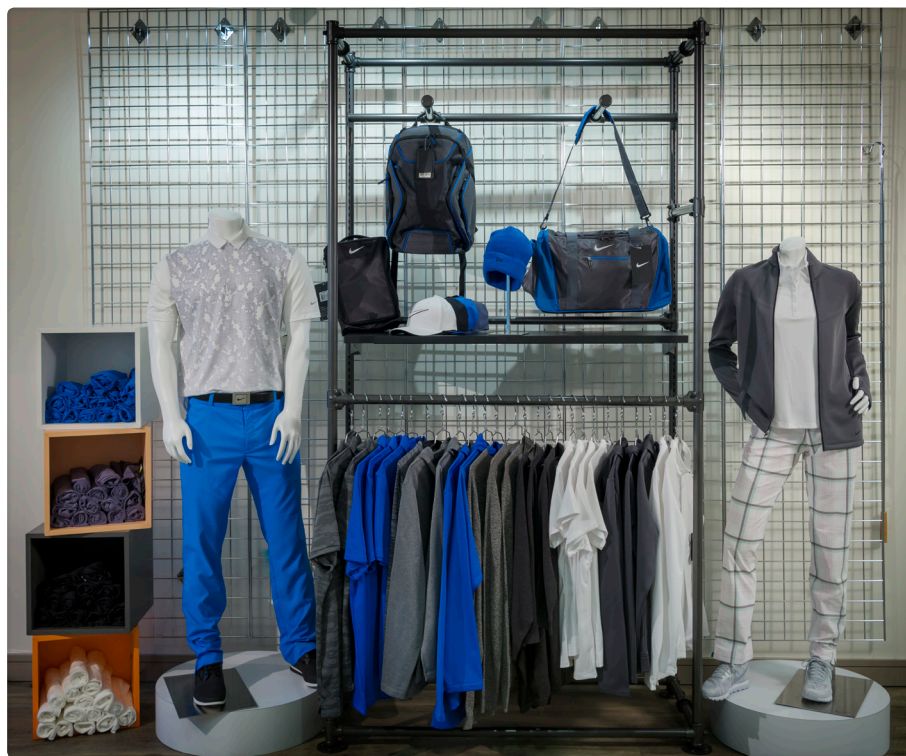
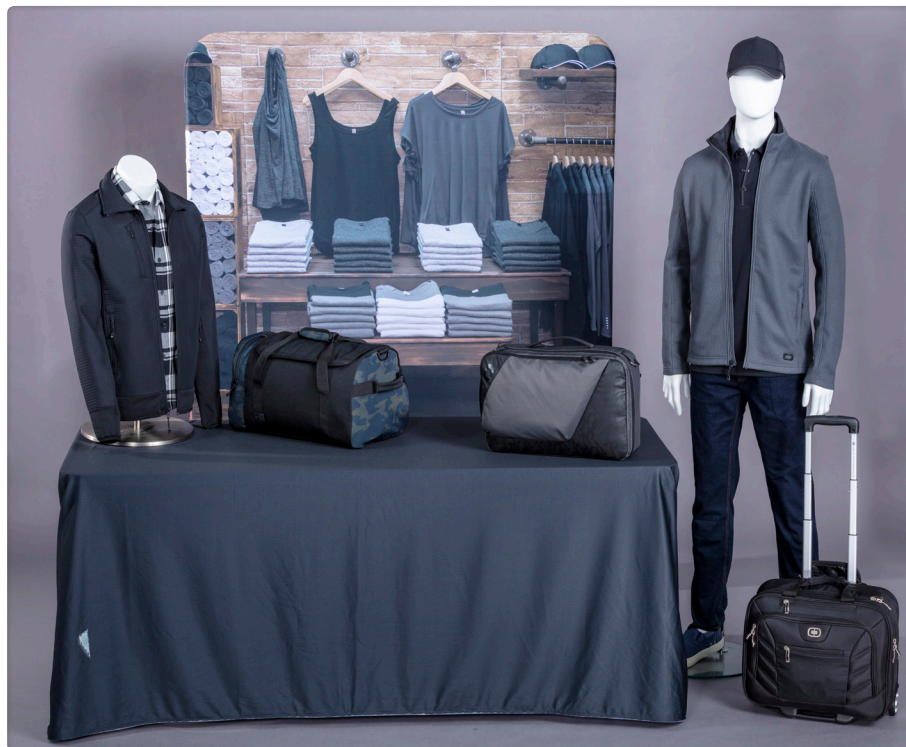
## CHOOSING THE RIGHT PRESENTATION

WHEN YOU PRESENT TO A POTENTIAL CUSTOMER, YOU'RE NOT ONLY SELLING A PRODUCT. YOU'RE TELLING THE STORY BEHIND THE PRODUCTS, AND INVITING YOUR CLIENT TO BE A PART OF IT. HOW YOU PRESENT THAT STORY SHOULD BE TAILORED TO THE NEEDS OF YOUR CUSTOMER, AND EACH PRESENTATION SHOULD BE AS INDIVIDUAL AS YOU ARE.



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# TIPS & TRICKS FROM OUR EXPERTS!

## BEFORE YOUR PRESENTATION

- RESEARCH THE COMPANY ON THEIR WEBSITE AND SOCIAL MEDIA TO LEARN ABOUT THEIR COMPANY CULTURE.
- INCORPORATE YOUR RESEARCH INTO YOUR PRESENTATION AND THE PRODUCT YOU'RE PRESENTING.
- MAKE SURE YOU KNOW HOW TO PRONOUNCE THE COMPANY'S NAME – IT'S A SIMPLE THING THAT CAN MAKE A HUGE DIFFERENCE.

## CONCEPT IN A BOX

- CREATE A KIT THAT CAN BE USED TO PRESENT MULTIPLE DECORATED PIECES IN A COMPACT, PORTABLE WAY.
- MIX HARD GOODS WITH APPAREL – INCLUDE UNIFORM OPTIONS, OFFICE SUPPLIES, DESK SWAG, EVEN BAGS OR HATS.
- COMPLETE THE PACKAGE WITH A BRANDED PRESENTATION BOX TO PUT ALL THE PIECES IN.
- IDEAL FOR A COMPANY'S NEW HIRE KITS OR SPIRIT PACKS FOR A SCHOOL.
- MAKE IT A GIFT TO YOUR CUSTOMER! LEAVE THE BOX WITH THEM TO HELP DEVELOP THE RELATIONSHIP.

## CONCEPT IN A BAG

- LAYER MULTIPLE APPAREL ITEMS ON A HANGER IN AN APPAREL BAG – PRESENT A COMPLETE LOOK RATHER THAN INDIVIDUAL PIECES.
- MULTIPLE OUTFITS CAN BE PRESENTED FROM A SINGLE BAG.
- IDEAL FOR PRESENTING CONCEPTS FOR CORPORATE UNIFORMING.
- USE A BRANDED GARMENT BAG FOR AN ORGANIZED, COHESIVE PRESENTATION.

## PORTABLE TABLETOP DISPLAYS

- A LIGHTWEIGHT, MOBILE DISPLAY UNIT WHICH BRINGS THE RETAIL SHOP ENVIRONMENT TO THE CLIENT.
- CUSTOMIZE BACKGROUND GRAPHICS TO ENRICH AND TAILOR THE DISPLAY TO YOUR CUSTOMER.
- IDEAL FOR PRESENTATIONS WITH LIMITED SPACE, SUCH AS HOTEL SUITES.

## POP-UP DISPLAYS

- INVITE YOUR CUSTOMERS INTO AN EXPERIENCE IN THE PLACES THEY'RE ALREADY SHOPPING AND GATHERING.
- MATCH THE SIZE OF YOUR POP-UP DISPLAY TO THE SPACE YOU HAVE AVAILABLE TO WORK WITH.
- CUSTOMIZE THE PRODUCT BEING DISPLAYED AND THE IMAGERY USED ON THE BACKDROP TO COMPLEMENT THE VENUE.
- CAN BE USED TO DISPLAY APPAREL AND HARD GOODS, ALL IN A COHESIVE PRESENTATION.



## TIPS

- ✓ ASK A LOT OF QUESTIONS BEFORE AND DURING YOUR PRESENTATION TO GET TO KNOW YOUR CUSTOMERS.
- ✓ LIMIT THE NUMBER OF ITEMS YOU PRESENT TO 6 TO 8 KEY PIECES THAT SPEAK TO YOUR CUSTOMER'S STORY.
- ✓ WEAR IMPRINTED APPAREL WHILE YOU'RE PRESENTING – YOU CAN'T SELL IT IF YOU HAVEN'T WORN IT!
- ✓ BE SURE TO INCLUDE YOUR CONTACT INFORMATION WITH ANYTHING YOU LEAVE BEHIND WITH THE CUSTOMER, SO THEY CAN FOLLOW UP WITH YOU.
- ✓ MAKE IT CLEAR THAT YOUR PRESENTATION IS JUST AN IDEA OR AN EXAMPLE - ALWAYS LEAVE THE CUSTOMER WANTING MORE!