


# BEST PRACTICES FOR CONNECTING WITH CUSTOMERS

# MAKE A CONNECTION

FROM FIRST CONTACT TO AN ESTABLISHED BUSINESS RELATIONSHIP, EACH TIME YOU MEET WITH A CUSTOMER IS A CHANCE TO FORM A STRONGER CONNECTION WITH THEM. MAKE THE MOST OF EACH OPPORTUNITY BY BEING FLEXIBLE AND ACCOMMODATING TO EACH CUSTOMER'S NEEDS.






### SELLING TOOLS

It's not business as usual for anyone. Here are a few pointers, tools and pre-built flyers to help keep your business running.


[RESOURCES HOME PAGE](#)



#### PPE SELL SHEETS

These easy-to-read downloadable PDFs will help you better understand the spectrum of fit and fabric in the PPE offerings at SanMar.

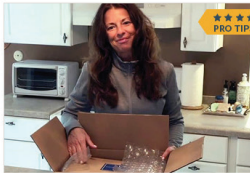
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#### INDUSTRIES STILL BUYING

Unusual times call for unusual measures. Looking outside our normal sandbox to industries or markets we may not usually service is one way to keep business moving.


[LEARN MORE](#)



#### PRO TIPS: BOXING YOUR SAMPLES

Turn the samples you send into a complete gift package. Territory Manager Lisa Riska gives you pointers on how to tell a great product story with your presentation box.

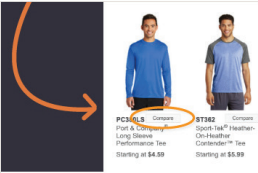
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#### FAVORITE HATS AND DECORATIONS

Territory Manager Greg Everett shares a few of his go-to favorite decorated hats, and the techniques used to embellish them.


[WATCH](#)



#### COMPARE & SHARE

Use SanMar's Compare feature to easily share multiple products with customers.


[DOWNLOAD](#)



#### EASY PHOTO UPGRADE

How to add your logo to a product photo.

[DOWNLOAD](#)





# TIPS & TRICKS FROM OUR EXPERTS

## TALKING TO CUSTOMERS

THE KEYS TO SUCCESSFULLY COMMUNICATING WITH A CUSTOMER ARE FINDING THE RIGHT TIME, AND FOCUSING ON MEETING YOUR CUSTOMER WHERE THEY ARE.

- **TAKE A CLOSE LOOK** AT YOUR EXISTING CUSTOMER RELATIONSHIPS AND REACH OUT TO THE ONES YOU'RE MOST COMFORTABLE WITH.
- **DON'T FORCE IT.** IF IT FEELS WRONG, TRUST THAT FEELING AND TRY AGAIN LATER.
- WHEN YOU DO REACH OUT, **START WITH EMPATHY.** ASK HOW YOUR CUSTOMER IS DOING AND LISTEN ATTENTIVELY.
- **BE PREPARED** FOR A CONVERSATION TO TAKE UNEXPECTED TURNS, AND ADAPT TO THEM.
- **DON'T SEEK A SALES OPPORTUNITY** (BUT BE READY FOR ONE IF IT PRESENTS ITSELF).
- **GET CONSTRUCTIVE FEEDBACK** AFTER A MEETING TO REPEAT YOUR SUCCESSES AND IMPROVE YOUR TECHNIQUE.



## TOOLS OF THE TRADE

WHETHER PRESENTING IN PERSON OR OVER A DISTANCE, BRING ALL YOUR TOOLS TO BEAR TO ENGAGE YOUR CUSTOMER AND SHARE A COMPLETE EXPERIENCE WITH THEM.

- ORDER SAMPLES AHEAD OF TIME TO MAKE SURE THAT YOUR CUSTOMER CAN SEE AND FEEL THE PRODUCT FOR THEMSELVES AS YOU'RE SHOWING IT.
- MAKE A GIFT FOR YOUR CUSTOMER WITH A BRANDED PRESENTATION BOX THAT TELLS THE STORY OF THE PRODUCT YOU'RE PRESENTING.
- WHEN YOU CAN'T MEET IN PERSON, BE COMFORTABLE WITH VIDEOCONFERENCING TOOLS TO ENHANCE THE EXPERIENCE WITH INTERACTIVITY.

- **BLUEJEANS IS BETTER FOR GROUP BUSINESS CALLS THAN ONE-ON-ONE MEETINGS**
- **CISCO WEBEX IS EXCELLENT FOR CONNECTING MOBILE AND DESKTOP USERS**
- **GOTOMEETING IS RELIABLE AND RECORDS MEETINGS IN THE CLOUD**
- **JOIN.ME ENABLES SCREEN-SHARING FOR UP TO 10 PARTICIPANTS FOR FREE**
- **MICROSOFT TEAMS CAN BE USED FOR BOTH INTER-OFFICE COMMUNICATION AND VIDEOCONFERENCING**
- **SKYPE IS A FAMILIAR TOOL FOR BOTH DESKTOP AND MOBILE USERS**
- **ZOOM IS FREE AT ITS BASIC LEVEL AND EASY TO USE FOR JUST ABOUT ANYONE**

## BE SOCIAL

SOCIAL MEDIA IS MORE THAN A PLACE TO SHARE FUNNY CAT VIDEOS. IT'S WHERE YOU CAN LEARN MORE ABOUT YOUR CUSTOMERS AND BUILD MEANINGFUL RELATIONSHIPS.

- LOOK CLOSELY AT THE INFLUENCERS IN YOUR FIELD. PAY ATTENTION TO THE HASHTAGS THEY USE IN THEIR POSTS, THE CORNERSTONES OF THE SOCIAL MEDIA LANDSCAPE.
- SEEK OUT AND CONNECT WITH PROFESSIONAL ORGANIZATIONS ON SOCIAL MEDIA.
- JOIN INDUSTRY-ONLY GROUPS TO STAY UP TO DATE ON THE LATEST NEWS AND INFORMATION.
- WHEN SOMEONE FOLLOWS YOU, FOLLOW THEM BACK AND TAKE A LOOK AT WHAT THEY'RE POSTING.
- DON'T STOP WITH FOLLOWING PEOPLE AND REACTING TO THEIR POSTS. ASK QUESTIONS, RESPOND TO COMMENTS AND START CONVERSATIONS.
- TAKE ADVANTAGE OF THE IMMEDIATE FEEDBACK ON YOUR POSTS. LOOK AT REACH, ENGAGEMENT AND CLICK-THROUGH ACTIVITY REGULARLY TO TWEAK YOUR SOCIAL MEDIA STRATEGY.

## VIRTUAL BUSINESS TOOLKIT

WE'VE DEVELOPED A WHOLE SET OF TOOLS TO HELP YOU CONNECT AND DO BUSINESS WITH CUSTOMERS WHEN YOU CAN'T SEE THEM FACE-TO-FACE. TAKE A LOOK AT THESE LINKS TO FIND OUT MORE ABOUT HOW TO MAINTAIN AND GROW CONNECTIONS VIRTUALLY.

- **WORKING FROM HOME:**  
[HTTP://WWW.EDUCATION.SANMAR.COM/COVID-19-RESOURCES/-/WORKING-FROM-HOME/](http://www.education.sanmar.com/covid-19-resources/-/working-from-home/)
- **COMMUNICATING WITH CUSTOMERS:**  
[HTTP://WWW.EDUCATION.SANMAR.COM/COVID-19-RESOURCES/-/RESOURCES-COMMUNICATING-WITH-CUSTOMERS/](http://www.education.sanmar.com/covid-19-resources/-/resources-communicating-with-customers/)
- **VIRTUAL PRESENTATION TOOLS:**  
[HTTP://WWW.EDUCATION.SANMAR.COM/COVID-19-RESOURCES/-/VIRTUAL-PRESENTATION-TOOLS/](http://www.education.sanmar.com/covid-19-resources/-/virtual-presentation-tools/)
- **SELLING TOOLS:**  
[HTTP://WWW.EDUCATION.SANMAR.COM/COVID-19-RESOURCES/-/RESOURCES-SELLING-TOOLS/](http://www.education.sanmar.com/covid-19-resources/-/resources-selling-tools/)
- **SOCIAL MEDIA TIPS:**  
[HTTP://WWW.EDUCATION.SANMAR.COM/COVID-19-RESOURCES/-/SOCIAL-MEDIA-TIPS/](http://www.education.sanmar.com/covid-19-resources/-/social-media-tips/)