

How to Position the Category - Print & Promo

These positioning principles apply whether you are speaking to existing customers, new customers or prospects. The aim is to keep conversations simple, outcome focused and supported by supplier expertise. Print and promo has more considerations than many people realise, such as durability, finish, colour consistency, visibility and how the item will be used. Dealers do not need technical expertise, but they do need to ask the right questions and work with partners who can guide the production side. Strong supplier relationships ensure the customer gets what they need, even when the job has specific requirements.

Focus on what the customer is trying to achieve

Most print and promo conversations start with an activity, not a specification. Customers rarely begin by asking for a particular print method or material. They start with a purpose, such as:

- we have an event coming up
- we need something for visitors
- we are updating our signage
- we want things to look more consistent
- we are preparing for a presentation or launch

Positioning the category around these activities keeps the conversation relevant and avoids the need for technical detail. It also gives suppliers the context they need to recommend the right solution.

Keep the conversation practical, not technical

Customers care about whether something will work, look right and arrive on time. They do not expect the dealer to explain print processes, GSM or finishing options. Instead, they value clarity on:

- what the item is for
- where it will be used
- how long it needs to last
- when it is needed
- who will be using or seeing it

Understanding who will see or use the item helps match the quality, finish and durability to the customer's expectations. These questions give suppliers everything they need to recommend the right materials and production methods.

Position reliability as part of the value

This is particularly effective with existing customers who may not realise the dealer can support them with print and promo. Because print and promo often supports visible or time sensitive activity, customers value reliability as much as price. Dealers can position themselves effectively by emphasising:

- clear communication
- accurate briefs
- realistic timelines
- supplier partnerships
- consistency across repeat jobs

This reassures customers that the dealer can coordinate the process, even when production is handled externally.

Show that the category supports multiple teams

Print and promo naturally connects to different parts of a business. Positioning it this way helps dealers open new conversations without forcing a sales angle. Examples include:

- marketing teams
- HR teams
- facilities teams
- operations teams
- front of house teams

This broad relevance makes the category a useful way to reach new contacts and understand wider organisational activity.

Emphasise flexibility and scalability

Print and promo is not only for large projects. Dealers can position the category more effectively by showing that it can support:

- small, simple items
- one off needs • repeat orders
- multi site consistency
- larger campaigns or events

This helps customers see the dealer as a partner who can support them at different levels, without pressure or commitment.

Avoid positioning the category as transactional

Some customers will always approach print and promo in a transactional way, and that is fine. The aim is not to change their behaviour, but to help dealers understand that a few simple questions can make the job smoother and reduce risk.

Transactional questions focus only on order details:

- what size do you want

- how many do you need
- I'll get you a price

This can work for simple repeat jobs, but it often leads to problems when the item has a specific purpose, deadline or environment.

A more supportive approach uses questions that uncover context:

- what is this being used for
- where will it be displayed or used
- is this for a one off activity or something ongoing
- does it need to match anything you already have
- when does it need to be ready

These questions help the dealer gather the information suppliers or in-house production need to produce the job correctly. They also show the customer that the dealer is trying to understand the purpose behind the request, not just process an order.

Key takeaway

Positioning print and promo effectively is about understanding what the customer is trying to achieve and supporting that activity with clear communication and reliable coordination. Dealers do not need technical expertise to do this well. By focusing on purpose, timing and suitability, and by relying on strong supplier partnerships, they can build trust, open new conversations and demonstrate value across multiple parts of an organisation.