

## Sales Approach & Customer Engagement

### How can dealers approach conversations about promotional products?

Focus on discovering pain points and upcoming activity. Start simple:

- Are you running any campaigns or events soon?
- How are you handling your business printed stationery at the moment?
- Do you have branded materials for onboarding or training?
- Do you use any printed signage or promotional merchandise?

### What are some questions dealers should ask to uncover needs in this space?

- Do you order print or branded materials regularly?
- Who handles your business cards, letterheads, or Marketing print?
- Do different departments order print, or is it centralised?
- Is sustainability or carbon reduction a focus for your team?

### What's the typical sales cycle like for print and promo?

For day-to-day products like flyers, cards, or posters, the cycle can be a few days - PDQ supports quick turnarounds. Campaigns, branded merch, and multi-item jobs can take longer and require a more consultative approach. Having live pricing speeds up quote-to-order time significantly.

### What are some common objections dealers might hear from customers - and how can they overcome them?

- **“We already have a supplier.”**  
→ “That’s great – we’re here to give you options, especially for sustainable or urgent jobs.”
- **“Print is expensive.”**  
→ “We compare multiple suppliers instantly to give you the best value - plus we carbon balance it as standard.”

- **“We don’t order that much.”**  
→ “Short-run digital print makes even small orders affordable - and you can order on demand.”
- **“Too much hassle.”**  
→ “We make it simple - one supplier, one invoice, one point of contact.”

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