

Adding Value & Building Trust

How can dealers add value beyond the product - for example, with fulfilment, design, or campaign support?

Dealers can act as a project manager, not just a seller. Using PDQ, they can offer:

- Artwork assistance
- Fulfilment to multiple locations
- Brand control
- Campaign planning for events or onboarding packs

PDQ handles the backend - dealers stay client-facing and solution-focused.

How important is branding consistency across print and promotional items, and how can dealers help ensure this for clients?

It's critical. Inconsistent branding undermines credibility. Dealers using PDQ can store repeat specs, lock in artwork templates, and ensure colours, formats, and finishes are consistent across items and suppliers. This builds trust with clients and often leads to contract-level work.

How can dealers stay competitive in terms of pricing while maintaining quality and margin?

PDQ enables dealers to view real-time pricing from multiple UK suppliers - choosing the best value while setting their own margins. Dealers stay competitive without compromising earnings.

What does a good supplier-dealer relationship look like in this category?

Reliable turnaround, good communication, consistent quality, and aligned values (e.g. sustainability). PDQ fosters this by vetting suppliers and tracking performance.

Resellers gain access to this trusted network without the legwork.

Can you share examples of successful print & promo campaigns?

- A dealer working with an IT provider used PDQ to fulfil personalised onboarding packs across 20 sites - everything was streamlined, consistently branded, and tracked via a single platform.
- A dealer supporting a local authority won a competitive contract by leading with sustainability, showcasing PDQ's carbon balanced print offering.
- An independent print manager added over £50,000 in new print revenue in year one by launching a PDQ branded site and upselling printed marketing materials to their existing customer base.

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