

Effective Conversations - Print & Promo

These approaches are not rules or scripts. They are simple, practical ways to understand what the customer needs so you can recommend the right solution. Dealers can use whichever questions feel natural, whether speaking to existing customers, new customers or prospects.

Effective conversations about print and promo do not rely on deep technical knowledge. You do not need specialist production expertise, but a basic understanding of how print works can help build confidence. For day-to-day conversations, suppliers will handle the technical detail as long as you can explain the purpose, timing and context of the job.

Conversations that uncover upcoming activity

- “What projects or activities are coming up for your team?”
- “Is there anything planned that may require materials or branded items?”
- “Are there any events, visitors or internal initiatives on the horizon?”

These questions encourage the customer to talk about their activity, which naturally reveals print and promo needs without sounding sales driven.

Conversations that clarify the job

- “Where will this be used or displayed?”
- “How long does it need to last?”
- “Who will see or use it?”
- “Does it need to match anything you already have?”

These questions help avoid issues later and show the customer you are thinking about suitability, not just taking an order.

Conversations that confirm timing

- “When do you need this for?”
- “Is there a specific event or date we are working to?”
- “Do you need to see a proof before it is produced?”

This helps you manage expectations and gives suppliers the information they need to plan production.

Conversations that spot opportunities

What to listen for:

- “We have people coming in...”

- “We are updating the office...”
- “We are doing a presentation...”
- “We are onboarding new staff...”
- “We are going to an event...”

Helpful responses:

- “If you need anything printed or branded for that, just let me know.”
- “Do you already have materials for that?”
- “Would it help to look at a couple of options?”

This keeps the conversation supportive rather than sales driven.

Conversations that reassure

- “Once I understand what it is for, our production partners will recommend the right materials.”
- “We’ll take care of the technical detail and make sure it’s set up correctly.”
- “If you can tell me the purpose and timing, I will handle the rest.”

This builds confidence and removes pressure from both sides.

Conversations that confirm understanding

- “So this is for your visitor day, indoors, and you need it by the 14th. I will get this over to production.”
- “You want something durable for outdoor use, and it needs to match your existing signage. I will include that.”

This small step builds trust and reduces the risk of misunderstandings.

Clear communication is one of the most important parts of working with print and promo. Small details can make a big difference to the final result, so taking a moment to check understanding, confirm purpose and clarify timing helps everything run smoothly. It also shows the customer that you are organised, attentive and focused on getting the right outcome for them. Good communication reduces risk, builds trust and makes the whole process easier for everyone involved.

Key takeaway

Effective conversations about print and promo are simple. You do not need specialist knowledge, just curiosity and clarity. By asking straightforward questions about purpose, timing and context, and by letting suppliers handle the technical detail, you can support customers confidently and uncover opportunities naturally.