

Identifying Opportunities - Print & Promo

Print and promo is used across almost every type of organisation, but not all customers behave in the same way. Understanding the different patterns of use helps dealers recognise where opportunities exist, how large they might be and how to approach conversations with new, existing or prospective customers. The aim is not to turn dealers into print specialists, but to help them spot the signals that indicate when a customer is likely to need support.

Customer types based on behaviour, not sector

Rather than thinking in terms of industries, it is more useful to look at the behaviours that drive print and promo demand. These behaviours appear across many sectors and often overlap.

1. Event driven customers

These customers run regular events, exhibitions, training sessions or open days. They often need materials such as banners, signage, giveaways, printed documents or branded clothing. Their activity tends to follow a predictable calendar, which creates recurring opportunities.

2. Brand sensitive customers

These organisations place strong emphasis on consistency and presentation. They often have brand guidelines and need items that align with them, such as signage, stationery, uniforms, visitor materials or packaging. They value reliability and quality.

3. Visitor heavy environments

Locations with frequent visitors, clients or the public often require items like lanyards, passes, signage, brochures, welcome materials or branded items for reception areas. Their needs are ongoing and linked to footfall.

4. Multi-site organisations

Businesses with several locations often need consistent materials across all sites. This can include signage, uniforms, printed documents, branded items or campaign materials. Multi site customers value simplicity and consistency.

5. Internal communication focused customers

These organisations run regular internal campaigns, training programmes or staff engagement activities. They may need printed materials, posters, handouts, branded items or packs to support communication.

6. Seasonal or campaign led customers

Some organisations have clear peaks in activity, such as retail, education or hospitality. Their print and promo needs intensify at specific times of year, creating predictable bursts of demand.

Existing customers: expanding the relationship

For existing customers, print and promo can reveal new areas of spend that the dealer may not currently see. Many organisations buy these items from multiple suppliers, often without a clear strategy. Dealers can use simple, non technical questions to uncover opportunities, such as:

- What events or campaigns are coming up this year
- Do you have any visitor or staff materials that need updating
- Are you refreshing any signage or branded items
- Do different teams order their own print or branded materials

These questions help identify activity without assuming the customer already buys print and promo from the dealer.

New customers: a way to demonstrate value early

When approaching new customers, print and promo can be an effective entry point because it is visible, practical and tied to real activity. A small project, such as signage for an event or branded items for a team, can demonstrate reliability and open the door to wider conversations. It allows the dealer to show value without needing to compete immediately on commodity pricing.

Prospects: spotting signals of potential need

Prospects often reveal their print and promo needs through their environment, communication or activity. Useful signals include:

- visible signage or branded materials
- uniforms or branded clothing
- regular events or training sessions
- visitor traffic
- marketing or recruitment campaigns
- multiple locations with consistent branding

These signals indicate that the organisation is already investing in visibility and communication, which often means they have ongoing or upcoming print and promo requirements.

Useful questions to understand activity

These questions help uncover needs without sounding like a sales pitch:

- What events or activities do you have coming up
- How do you currently handle materials for visitors, staff or campaigns

- Are there any areas where you want things to look more consistent or up to date
- Do different teams order their own materials or is it centralised

These questions reveal timing, purpose and context, not technical detail.

Why trust matters in print and promo

Print and promo often supports moments where customers are working towards a fixed deadline or preparing for something important, such as an event, a presentation, a visitor day or an internal launch. In these situations, the materials they order are part of how they present themselves to their own customers, colleagues or stakeholders. If something arrives late, looks inconsistent or is not suitable for the job, it reflects directly on them.

Because many dealers outsource print production, they are not in control of every stage of the process. However, customers still experience the dealer as their point of contact, which means trust is built through how well the dealer manages communication, sets expectations and works with suppliers to ensure the job is delivered correctly.

Getting the first job right is important, not because the dealer needs to be a print expert, but because it shows the customer that the dealer can coordinate the process reliably. Clear information, accurate briefs and good supplier relationships help reduce risk and ensure the final product meets the customer's needs. This builds confidence and often leads to repeat work, as customers value reliability as much as the product itself.

Understanding the scale of opportunity

Print and promo opportunities vary widely in size, just like furniture or tech. A customer might need:

- a single banner for a small event
- a batch of branded notebooks for a meeting
- uniforms for a team
- signage for a new location
- a full event kit
- materials for a brand refresh across multiple sites

This range means dealers can start small and grow their involvement over time. The size of the opportunity depends on the customer's activity, not the dealer's level of expertise.

Key takeaway

Recognising the behaviours that drive print and promo demand helps dealers identify where opportunities exist and how to approach different types of customers. Whether working with existing customers, new customers or prospects, the aim is to understand what the customer is trying to achieve and support them with the right materials at the right time. The scale of opportunity varies, but the signals are clear and consistent once dealers know what to look for.