

# Build Lasting Client Relationships

## in the Promotional Products Industry



These key strategies will help you deepen connections and strengthen client relationships

### Effective Communication

- Regular Updates & Personal Check Ins:** Keep clients informed with new offers and company news through their preferred communication channels. It's also a great idea to keep track of important milestones like birthdays, work anniversaries or promotions. This adds a personal touch and further builds the relationship.
- Active Feedback Loops:** Actively seek and incorporate client feedback to improve products and services, showing their opinions are valued. It's important to let customers know when changes have been made because of their suggestions. Send marketing and post on social, "You shared, we listened," along with the updates so your clients know what they say matters.



### Understanding Client Needs

- Proactive Engagement:** Anticipate client needs based on order history to suggest relevant products. If your client always orders in the fall for the next year, be sure to proactively reach out and make suggestions. Also take into consideration your client's market. For example, you'll want to reach out to schools in early summer to make sure they have what they need in time for the new school year. Call on healthcare clients ahead of flu and cold season. If you wait, you could miss the sale.
- Custom Solutions:** Provide personalized product bundles and promotions that address specific client challenges and objectives. If your client has sustainability initiatives, resent eco-friendly options and products made with recycled materials. Calling on a government client? Share made-in-the-USA promos to show you care about what they care about!



# Incentives and Loyalty Programs

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- **Rewards for Repeat Business:** Implement a loyalty program that rewards clients for their business, offering exclusive benefits like discounts or early access to new products. This will keep excitement around your business at all times, and will keep clients coming back again and again.
- **Special Offers:** Create time-sensitive promotions that encourage clients to take action, keeping them engaged and invested in your offerings. Offers help give customers a reason to buy now, and adding a deadline will increase the sense of urgency. After all, no one likes to miss out on a good deal.



ASI® gives you the tools and support needed so you can focus more on what truly matters – your customers. Our comprehensive resources allow you to streamline operations and enhance client engagement strategies without the overhead of managing numerous vendor relationships.

**Join ASI today and schedule a demo to see how we can help you dedicate more time to building lasting relationships with your clients.**

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