

How To Sell Promo Without Feeling "Salesy"



The mindset shift: You're not pitching – you're problem-solving.

1 Start with conversation (not a pitch).

Listen for moments where promo naturally shows up:

- Events • Hiring • Customer appreciation
- Rebrands • Launches • Onboarding

Tip: If they mention a deadline, a crowd or a "we need ..." – you're in.



2 Use one easy opener.

"Are you ordering any branded items for upcoming events or projects?"

Why it works:

- Low pressure.
- Invites real needs.
- Creates a natural next step.



3 Ask 3 quick clarifiers.

Use these to guide your recommendation:

- **Who's it for?** (employees / customers / VIPs)
- **How many?** (quantity + sizing needs)
- **When do you need it?** (date drives product choice)

Outcome: You sound confident without "selling."



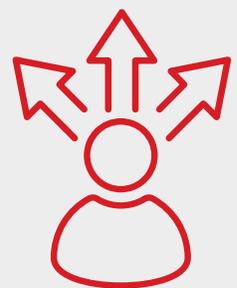
4 Recommend 2-3 options (with a why).

Present choices like a helpful shortlist:

- Best value (budget-friendly, reliable)
- Best impact (wow factor, big branding)
- Best speed (quick ship / tight timeline)

Add one-line notes:

- "Great for onboarding kits."
- "Fast turnaround for your event date."
- "Large imprint area so the logo pops."



5 Follow up like a partner.

"Want me to order samples, or should I hold quantities while you decide?"

Keeps momentum without pressure.



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