

Distributor Branding... Why It Matters

The Quikey Distributor Branding Program puts distance between you and your competition

As a Promotional Consultant, you face many challenges, including:

- Performance can slip in one transaction;
- Relationships with companies change when contacts change positions;
- You may have face-to-face contact with a small number of your total clients on a regular basis leaving them open to aggressive vendors;
- Buyers compare your company to the competition

Branding is a tool that should be very important to you. Why? It is a unique sales opportunity that separates you from the competition. A brand is thought of in terms of the efficiencies, experience, and the emotional connection. It is not something you can sell, but it does sell you to others.

The Distributor Branding Program uses the branding approach to provide you with a powerful way to impress present clients and obtain new leads. Quikey helps you to bring your brand alive. By actually using the techniques and products you sell, the piece demonstrates the power of direct mail, promotional products and your marketing savvy. It shows that you understand the challenges of business and this fact alone gives your client a favorable impression of your experience. Very importantly, it results in producing a positive edge against your competition. When your client has an event, they think of you; when they are promoting a new product they think of you. To be top-of-mind when your client is looking for a solution is your goal.