



PLAN. PROMOTE. PROFIT.

Ten Reasons to work with a Promotional Products Consultant

REASON #1: Promotional consultants are the experts in their field. PPAI consultants meet the highest qualification standards in the industry. There's no need to spend all your time on the Internet or searching through catalogs. Your promotional products consultant will meet with you— and help you select the right promo!

REASON #2: Good consultants go beyond just selling products. To realize goals, promotional products programs must be carefully planned, taking into consideration the audience, budget and, of course, the ultimate result to be gained. You may buy a product anywhere, but an experienced consultant can help you solve problems, plan a program and get results.

REASON #3: Professional consultants have access to vast product research resources, including an extensive database which contains more than 500,000 products. Yes, you can find a mug online, but a consultant can find hundreds of mugs, in a multitude of colors, sizes, shapes, materials, designs, etc.

REASON #4: Consultants are in tune with the trends, including hot items and the newest products and processes. A qualified consultant can add creativity, innovation and imagination to your overall program to achieve your goals and will listen to what you want and help you find the right product for your needs.

REASON #5: Your consultant is more than just a salesperson. Chances are you will buy promotional products more than once in your life. Once a company uses a consultant, that relationship often continues for years—and even decades. Your promotional products consultant is someone you know and someone you trust. Use a consultant as part of the creative team and add to your marketing meetings.

REASON #6: Personalized service is the role of a consultant. When you work with a consultant, your selection is determined by your needs and goals, enhanced by the experience, creativity and recommendations of that consultant who has your best interests at heart. With a consultant, you're a client with your own personal shopper, receiving service along with ideas and prices.

REASON #7: Industry consultants can offer experienced advice on how (and IF) to imprint items. You may have found the perfect key chain, but will your logo imprint on it? A qualified promotional products consultant can explain to you the best printing process for your program, your imprint and the product you've chosen.

REASON #8: Trained consultants can save you money in the long run. Many times, a price you see in a generic catalog or on the internet does not cover many "hidden" costs involved—set up, imprint duplication, shipping, etc. A consultant can help you avoid unexpected and unbudgeted costs by quoting the total price up-front.

REASON #9: Consultants will work with you to get your artwork imprinted properly. A trained consultant can work with you to insure accurate transfer of your artwork, including correct fonts, size, spacing and many other important factors. Quality customer service will guarantee your satisfaction with the finished product.

REASON #10: Professional promotional products consultants can assist you in developing a workable distribution plan for your products. Distribution of a promotional product is as important as the item itself. Research shows that a carefully executed distribution plan significantly increases the effectiveness of promotional products.

**Call us today! 404.254.5802 or email info@ohnelliepromos.com
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