

BOOT

How To Sell

What To Sell

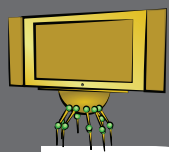
Learn From The Experts

the KISS issue

BEING a

Everything you want to know about

DISTRIBUTOR





contents

#4

read in this issue...

how to sell. Danielle Rogers, Communications & Training Coordinator at The Vernon Company, discusses how social media can help lead to sales. 04

what to sell. The gadgets you need when you're traveling solo. Make sure you have everything you need to stay charged, heard, and seen. 06

know this well. How technology has changed our world—secrets from a Distributor to a Distributor. Dave Regan discusses staying current. 08

safety game. It isn't always clear that the rules and regulations are factors that need to be addressed by both distributors and suppliers. 10

what's trending. Pantone has selected it's color of the year. Learn more about the color all your clients should be asking for in 2016. 12



Many distributors are not using social media to its full potential. There are a lot of account executives on Facebook and Twitter that are not using it to the best of their ability which could be because they don't think they have the time or the skill to do it.



The gadgets you need when you're traveling solo. Make sure you have everything you need to stay charged, heard, and seen.



How technology has changed our world—secrets from a Distributor to a Distributor. Dave Regan discusses staying current.



**SAFETY
GAME**

It isn't always clear that the rules and regulations are factors that need to be addressed by both distributors and suppliers.

10



**12 WHAT'S
TRENDING**

Strong, yet calming, romantic yet subtle, consumers are immediately drawn to this combination, making it an enticing shade for a variety of products.

See what Pantone has named it's color of the year.



8 words

In today's world we'd never leave the house without our underwear or pants (at least the majority of us!) Same goes for our mobile phone or tablet.

Technology has made it easy to stay in touch with family, coworkers and clients—everything from emails to texting to a video chat. Not to mention, staying connected with what's happening in the industry by reading a digital magazine while you're standing in line for your morning coffee or sitting in front of your computer.

The Vernon Company, one of the industry's top 40 distributors, understands that utilizing technology to its fullest capacity, can help salespeople expand and grow their business and reap the rewards.

In this issue you will find the importance of adapting to the rapid advance of technology from The Vernon Company. In this issue you'll find some guidance on how to play The Safety Game, How Social Media Can Help You Sell, What to Sell—check out our “hot” products, and information to a distributor from a distributor on how Vernon works with technology to cultivate business—check out, Know This Well.. And, don't miss What's Trending for 2016—think of a warm embracing rose tone and a cool tranquil blue.

• • •

**PAM WEBB
EXECUTIVE EDITOR
PAM@8LMEDIA**

When you've been around as long as we have you develop some very deep roots.



Sponsored By

THE VERNON COMPANY

HOW TO SELL

01

WHAT

Utilizing Social Media can help you connect and build relationships with customers and potential customers, offer tips and information which can lead to sales.

02

HOW

Answering questions and building a relationship gives you the ability to reach out to someone online about projects you're working on.

How to Utilize Social Media

FRIENDS

LIKE

SHARE

CHAT

FOLLOW

SEARCH

POPULAR SOCIAL MEDIA CHANNELS:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- Periscope

HOW: Social Media is part of tool box that both suppliers and distributors have access to. In the promotional products industry it is more about the social selling aspect of social media. It is finding the right people, the right insights and relationships. Nurturing those relationships through social media, rather than pushing a product or a price point, definitely moves you toward success in this industry.

Putting out content for your customers to access—sharing marketing tips or different projects you're working on—it builds you up as an expert to your audience.

HOW TO SELL

SOLUTION

03

To be on point for social media, make sure you know where your audience is and what your customers are following. This is the most important thing.

• • •
DANIELLE ROGERS
THE VERNON COMPANY
COMMUNICATIONS &
TRAINING
COORDINATOR

NEWTON, IA

Media to Increase Sales

AT VERNON, WE TRY TO POST CONTENT ON ALL THE SOCIAL MEDIA NETWORKS AT LEAST ONCE OR TWICE A DAY, AND THEN ENCOURAGE OUR ACCOUNT EXECUTIVES TO SHARE IT.

CHALLENGES: People who really don't use, or understand, social media, should definitely learn about it. They can find a network they are comfortable with or find a couple of people to follow that are considered experts in a specific area. This helps them learn and absorb information about social media. These people who are specialists in social media don't have to be in the promotional products industry, but the information they have and the insight they will give you will help you understand what you should be doing. Think about following a few people on Twitter, a few people on Instagram and a few people on Facebook.

Many distributors are not using social media to its full potential. There are a lot of account executives on Facebook and Twitter not using them to the best of their ability which could be because they don't think they have the time or the skill to do it.

Working with social media doesn't have to be difficult or time consuming. It can be as simple as coming up with one piece of content—think of offering three tips about tradeshow events, creating an image or posting a blog, and sharing it on different social media channels.

For example, here at Vernon, we try to post content on all the social media networks at

least once or twice a day, and then encourage our account executives to share it. They can easily put a little personal touch on it by adding a note when they're sharing it on Facebook or on Twitter.

SOLUTIONS: Younger buyers and customers still use Facebook, however what they like and use most are Instagram, YouTube, Snapchat and Twitter. Information that is more impermanent—it is going by very quickly. They are looking on those types of networks to get their information.

Twitter is moving toward photos as well as videos. Many people are putting together a 30 second video. Anyone can do this, you don't have to be a professional videographer for you to use it. For example, if you're taking a video and showing off a new product, posting it on Twitter and also on Instagram can definitely be where you can push it a little bit more. You don't want to put too much information on the post. However, if you have a customer who did a benefit and had a nice gift package that you helped put together, take a picture or a video and post it on Twitter and Instagram. Find a couple of hashtags to put on the post and you'll probably grow your audience. And you'll also appeal to younger audiences as well.

Facebook is definitely changing. Its audience is getting older, however the younger generation of distributors and customers are still on Facebook, but they aren't using it in the same way. Definitely don't abandon Facebook, but change your perspective. Realize that a lot of people use it as a place to search for news and information. You need to be a bit more relevant—you can't just put up a photo with nothing attached. You need to have some description to explain the product or event.

Some customers aren't on Facebook if they're on LinkedIn. If so, get on LinkedIn and share your content, because it is definitely a place where many promotional products members post their professional profile and look at information for the industry—material for their competition as well as additional data. If you are on LinkedIn with a complete profile and share information here as well on Facebook and Twitter, you will have access to more people.

THE FUTURE: Videos, photos and live streaming are actually the future of social media. There are a few apps such as Periscope and Snapchat, where people live stream. People watch this all the time, for example, there was a comedy tour coming through town (Newton, Iowa) and they went to the speedway and drove the pace car. They posted it on Periscope and had about thousand people watching it. This is definitely the kind of instantaneous, impermanent social media that's the future. It is definitely going toward that quick burst of information, however there are still sites for longer, and more informative content.

...
THE GADGETS YOU
NEED WHEN YOU'RE
TRAVELING SOLO.

what to sell

01



02



02

ENERGIZER® 2200 MAH POWER BANK

Did your phone or iPad suddenly die? No worries, grab your Energizer 2200 Power Bank offered exclusively by Prime Line. This portable high-quality Lithium-ion battery in ABS plastic shell can get your electronic devices up and running and allows you to charge your devices virtually anywhere. And, the patented suction cup provides a phone stand. A great product to keep on hand, it has a lifespan up to 500 charges.

- Includes standard USB connector cable.
- Input: 5V DC; Capacity: 2200mAh; Output: 1A
- Lifespan: Up to 500 charges
- Charging capacity up to: 80% for Smartphones; 110% for Digital Music Players
- Standard imprint: Pad Print
- CE and FCC approved
- U.S. Patent No. 8741403B2

Model No: PL-4301
PRIME LINE
<http://www.primeline.com>

Self Snap Photo Stick

01



» REACH OUT AND TOUCH YOURSELF

Taking a photo or video of yourself in the moment is a way to capture what's happening. Whether you are at a party, ballgame, family reunion or a convention—it's something you want to share on social media. Often, the problem is that your arms aren't long enough to get the job done.

03



» JUST STICK IT AND CLICK IT!

That's where Self Snap Photo Stick by Norword comes into play. No battery or app required. Just attach your phone and go. It's a must have!

» WHERE CAN I GET IT

Model No: 31922
Norwood by BIC Graphic
<http://www.norwood.com>

IT DOESN'T HAVE TO LOOK LIKE YOUR LONELY JUST BECAUSE YOU'RE GLOBETROTTING SOLO. WITH THESE NEW GADGETS, YOU'LL LOOK LIKE THE LIFE OF THE PARTY (EVEN IF THE PARTY IS REALLY JUST YOU IN YOUR BASEMENT WITH CUTOUTS OF WORLD FAMOUS LANDMARKS AND CELEBRITIES). DISTRIBUTORS ARE SNATCHING THESE UP FOR THEIR CLIENTS FASTER THAN THE CONCORDE CAN FLY BETWEEN LONDON AND NEW YORK.

03

SILICONE SPEAKER WITH PHONE STAND

Speakers have come a long way. They are multipurpose and adaptable. Unlike the old-fashioned floor box speakers, Hit's Silicone Speaker can be used in the office, at a conference, an outdoor event or, of course, at home—who doesn't enjoy listening to their favorite song? This high definition Bluetooth 3.0 wireless speaker, pairs with your tablet or handheld device, offering dynamic sounds from up to 30 feet away.

A fun, versatile product, this silicone speaker allows you to listen to music, a conference call or a movie for up to two hours.

- 250 mAh Lithium Ion Battery
- Available in Black, Blue, Lime Green, Orange, Purple, Red or White.
- Standard Pad-Print Colors
- Approximate size: 2 ¼" W x 2 ¼" H
- Imprint area: 1 ¼" W x ¼" H
- Multi-Color imprint not available

Model No: 2733
Hit Promotional Products
www.hitpromo.net



01

TOOLS. *There are hundreds of technology tools available on the open market. It can be expensive. At Vernon we cover most of the cost for technology that we are offering or heavily subsidized the program because we want our people to be successful.*

02

WEBSITES. *Vernon has created a web platform that customizes the site for the salespeople. We handle the backend material that is time consuming—keeping the website fresh and relevant on a daily basis. This gives the sales team time to sell a variety of products and make money.*

...

**DAVE REGAN
VP SALES & MARKETING
THE VERNON COMPANY**



YOU'VE GOT A FRIEND. LIKE THE OLD JAMES TAYLOR SONG, BEING PART OF A LARGE ORGANIZATION MEANS YOU CAN ALIGN WITH OR CONFIDE IN A FRIEND—WHETHER IT IS SOMEONE AT THE HOME OFFICE OR A SALESPERSON IN ANOTHER PART OF THE COUNTRY. WE ARE ALWAYS AMAZED AT SOME OF THE BONDS THAT HAVE BEEN MADE BETWEEN MEMBERS OF THE VERNON TEAM.

03

E-MARKETING. *We send out a special offer to their clients or prospects once a week via email. And, the email looks like it comes directly from the salesperson. This is especially helpful if customers haven't visited the salesperson's website (to view the weekly offer).*

KNOW THIS WELL

WE WORK WITH OUR BUSINESS DEVELOPMENT ADVISORY GROUP TO DETERMINE WHAT SERVICES ARE NEEDED. WE WANT TO KNOW WHAT SERVICES OR TECHNOLOGY WE ARE OFFERING THAT AREN'T BEING USED. WE ASK THE GROUP TO BE RESPONSIBLE. IF WE ARE OFFERING 20 TOOLS, AND THEY ONLY USE THREE, WE WANT TO KNOW. THIS ALLOWS US TO TAKE SOMETHING OFF THE PLATE, AND ENABLE US TO ADD SOMETHING TO THE PLATE THAT WILL BE USEFUL.

Technology has changed our world—whether you are talking about everyday life or business. As a distributor it is important to know your stuff. As fast as technology is fundamentally changing business, it isn't always easy to keep a step ahead of what's happening in the promotional products industry.

It is large distributors like The Vernon Company, who offer information and advice that can help propel you to success.

Dave Regan, MAS, vice president of sales and marketing for The Vernon Company, one of the industry's largest distributors, says from a corporate perspective, Vernon's team researches many of the technology options available both inside and outside of the industry and then vets those tools for their salespeople.

"Yes, sometimes we make mistakes selecting specific tools," he says, "but basically we have the expertise of Vernon's IT team and sales and marketing staff to find tools the salespeople want and

need to help make themselves better and more productive on a daily basis."

"Like a menu, we offer a list of tools—but nothing is force-fed, it is suggested or recommended," says 26-year industry expert, Regan. "That is what we do to try to find things that salespeople need to expand and grow their business."

Vernon can help distributors utilize technology to expand and grow their business.

Aligning with the Vernon Company, or a company like Vernon— and there are some good ones out there—you may feel like you give up a percentage of your profits. However when you look at how much time you can save, how much money you save on technology and other tools and mistakes that you can avoid because of Vernon's years of experience, you'll make up that extra percentage quickly. And, you'll sleep better at night, and that's important.



04



05



JUST THIS EASY



TO JOIN OUR TEAM

Get paid when you place an order
Best-in-class sales support
Financial stability

Learn More
800-743-7545 x8303





vernon
graphics | promotions

*You were always super.
You just needed the
right sidekick.*

vernon

graphics | promotions



-  **TAKE YOUR SALES TO THE NEXT LEVEL WITH EXPERT SALES SUPPORT**
-  **GET PAID WHEN YOU PLACE AN ORDER**
-  **BACKED BY 113 YEARS OF FINANCIAL STABILITY**
-  **UNLIMITED EARNING POTENTIAL**



**WHAT ARE YOU WAITING FOR?
EMAIL US OR PICK UP THE PHONE TODAY**



Vicky Palm is the director of marketing and has been with the Vernon Company for 17 years. She has worked directly in the area of product safety for four years.

THREE WAYS

**DISTRIBUTORS CAN WORK
THROUGH PRODUCT SAFETY RULES AND REGULATIONS**

...
**STAY ABREAST OF
NEW REGULATIONS**



...
**GET A
COMPETITIVE
ADVANTAGE**

02



...
**WHY IS PRODUCT SAFETY
IMPORTANT?**

A COMPETITIVE ADVANTAGE.

Knowing about product safety gives our account executives a competitive advantage. Not all distributors have product safety on their radar. Whenever an account executive can go to a client and talk about product safety and how using safe products protects their brand and their end-user, it differentiates them from their competitors and gives them an advantage. It really shows their client they care.

COMPLIANCE IS NOT AN OPTION, IT IS THE LAW. THAT'S WHY, AT THE VERNON COMPANY, WE FEEL IT IS IMPORTANT TO EDUCATE BOTH CLIENTS AND ACCOUNT EXECUTIVES ON HOW TO FOLLOW THE LAWS AND REGULATIONS. WE DON'T WANT ANYONE TO GET HURT BY NONCOMPLIANT PRODUCTS, AND WE DON'T WANT BRANDS TO BE HURT BY NONCOMPLIANT PRODUCTS.

01

DISTRIBUTOR'S ROLE.

Product safety doesn't lie just with the manufacturer. The distributor has a huge role to play. If a lawsuit should happen, the distributor is just as liable as the manufacturer or supplier for providing goods to the end-user. You can't just assume that all suppliers are informed. There are many in the industry who are doing everything right and providing safe products, but there are those that don't. That is why distributors need to educate themselves and ask suppliers the right questions.





PRODUCT SAFETY IS IMPORTANT



Product safety is an important factor in the industry. However, it isn't always clear that the rules and regulations are factors that need to be addressed by both distributors and suppliers.



...

SHOWS CLIENTS YOU CARE



...

BE EDUCATED



...

PRODUCT SAFETY AMBASSADORS.



03

THE NEED FOR EDUCATION.

Vernon starts at the beginning and educates both clients and reps before they begin searching for products. We don't want anyone to get too far down the road and select a noncompliant product. We start with our account executives at our national sales meetings and regional meetings and talk about product safety. We invite our supplier partners, who are compliant, to discuss product safety.

The first step is educating our reps so that they can educate their clients. We also give them the tools to educate their clients. We offer power point presentations, brochures and offer a number of different items on our website to shed light on product safety.

04

STAY AHEAD OF NEW REGULATIONS.

Those who are new to the industry or the Vernon Company don't always understand compliance and why it is important.

We don't expect our executives to be the experts that's where the Vernon Company comes in. We have half a dozen people on staff who are product safety ambassadors. They are the experts. We take as much off the account executives' plates as possible. But we need them to be educated enough to be the expert for their clients.



PROCESS

The Color of the Year selection process requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences.



TRAITS

Strong, yet calming, romantic yet subtle, consumers are immediately drawn to this combination, making it an enticing shade for a variety of products.

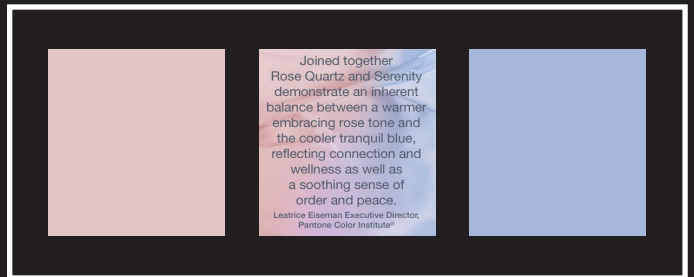


INFLUENCES

Influences may also stem from new technologies, materials, textures and effects that impact color, relevant social media platforms and even upcoming sporting events that capture worldwide attention.

COLORS OF THE YEAR

"JOINED TOGETHER ROSE QUARTZ AND SERENITY DEMONSTRATE AN INHERENT BALANCE BETWEEN A WARMER EMBRACING ROSE TONE AND THE COOLER TRANQUIL BLUE, REFLECTING CONNECTION AND WELLNESS AS WELL AS A SOOTHING SENSE OF ORDER AND PEACE."



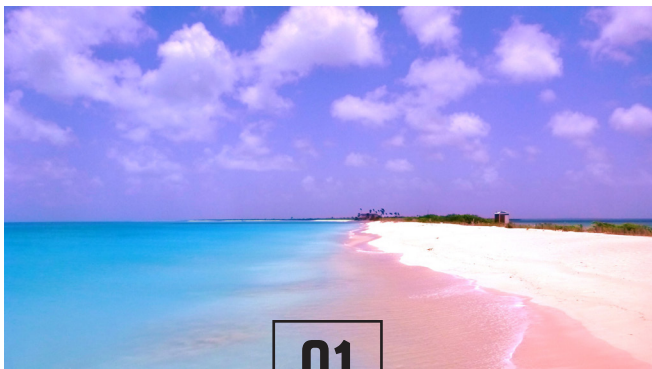
Past Colors of the Year:

PANTONE 18-1438 Marsala (2015)

PANTONE 18-3224 Radiant Orchid (2014)

PANTONE 17-5641 Emerald (2013)

PANTONE 17-1463 Tangerine Tango (2012)



01

...
**NEW COLOR BRINGS SERENITY,
TRANQUILITY AND INNER PEACE**



OUR INTERVIEW WITH THE QUEEN OF COLOR



Name: Leatrice Eiseman
Title: Executive Director
Company: Pantone Color Institute

How do fashion colors influence your home décor and interior paint color choices?

I love, love, love Deep Periwinkle as a fashion color that translates beautifully to interiors, especially a bedroom. It brings a bit of calm but with just the right amount of a warm red-purplish undertone to add a bit of excitement. It's the "happiest" of the Blue family.

...
AN AMERICAN COLOR SPECIALIST, WHO ASSISTS COMPANIES IN THEIR COLOR CHOICE IN A RANGE OF AREAS.



WHAT'S TRENDING 2016



A PERSUASIVE YET GENTLE TONE THAT CONVEYS COMPASSION AND A SENSE OF COMPOSURE. SERENITY IS WEIGHTLESS AND AIRY, LIKE THE EXPANSE OF THE BLUE SKY ABOVE US, BRINGING FEELINGS OF RESPITE AND RELAXATION EVEN IN TURBULENT TIMES.

For 16 years, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings and industrial design, as well as product packaging and graphic design. With packaging becoming increasingly more tied into lifestyle color trends, the combination of Serenity and Rose Quartz is a natural fit for many kinds of packaging materials.
For more information on the PANTONE

Color of the Year for 2016, please visit www.Pantone.com.

Why are we getting so much love?

"I love the service at Vernon!"

"I am so amazed to get research back the same day, and if they can't do it the same day, they call me or email me to let me know."

"I love the presentations that they send. I am able to send them directly to my customer."

"I love the Credit people. They have been really patient in working through customer issues with me."

"I love receiving shipment information so quickly. The people in Customer Service are great!"

"I love that I'm not responsible for paying for everything anymore."

"I love how Marketing held my hand through learning the college licensing process and is always there if I get stuck on approvals!"

"I love how I actually had time this year! I'd forgotten what that felt like over the past two years."

"I Love Curtis, Dave, Sharla, Jodi and Laurie!"



Visit
LoveVernon.com
to learn more.

**Build strong roots
Partner with Vernon**