

QUESTIONS FOR YOUR CUSTOMERS

ASK the **RIGHT** questions! Want to learn more about your clients' internal marketing programs?

QUESTIONS TO ASK POTENTIAL NEW SALES:

Below are questions to help you learn more about your client's internal marketing needs.

TIP: Every organization needs to market to their employees. Internal branding is the same as external branding — it's just a different audience.

- Do you currently have employee recognition and incentive programs in place at your organization?
- Who are the main supporters of these programs? C-suite, Line Managers, or Employees?
- How satisfied are you with the current products and awards?
- How many divisions or business centers does your organization have?
- How do you communicate the program to your employees and/or vendors?

QUESTIONS TO ASK BEFORE RECOMMENDING AWARDS:

When your customer needs ideas, rely on us; we can help you create a unique selection.

TIP: Samples sell! Contact us if you need a sample or a virtual.

- What is your budget for the program(s) or award(s)?
- Is the event formal or casual?
- What style of award would you like: traditional, modern, or artistic?
- What would you like to say on the award (text, logo, image)?
- How will the awards be presented?
- Do you need other promotional products for the event (like invitations, posters, t-shirts, or gifts)?
- How would you like to receive award ideas: email images, samples, etc?
- How often do you want to host recognition events?

QUESTIONS TO ASK BEFORE PLACING AN ORDER:

Don't forget the important details when placing your order for awards!

TIP: During the production process, watch your email for updates to your order status!

- Do you have a list of personalizations?
- Will these awards be drop-shipped or sent to one location?
- Do you have a preference on the layout of the artwork?
- When do you need the awards to arrive to your event?