



RACEBRED

13 Must Know Tips For Success

Imagine that you're looking for a way to:

- **Enhance and promote your brand**
- **Support your relationships with your customers**
- **Have your people look and feel great at work**

You can probably think of ways to achieve some of these things, if only you had a larger budget...

- An expensive television ad campaign?
- Expense account at the best clothing stores?
- Set up some complicated loyalty program that fails after 3 months (& thousands of dollars in admin fees)?
- Or maybe trips to Fiji for your customers, might do it...

Meanwhile, back in the real world, where budgets are never as big as your dreams, there is another way to achieve all these goals, quickly and easily. And not only that – you'll enjoy it!

AND best of all, unlike the trip to Fiji or the expense account bill – the investment keeps on returning you what you spent over and over again with increased exposure to the market...

Here Are 13 Proven Tips For You To Achieve Further Success With Building Your Business...

1. Incentives For Customers To Buy Your Products

- When a customer buys \$100 worth of your product, give them a free cap/beanie/tee shirt.
- When they buy \$1000 worth of your product,

give them a free polo shirt/bag.

- When they buy \$10,000 worth of your product, give them a free jacket.

You can build an entire promotional campaign around these incentives, or you can simply use the gifts as rewards for your customer's good choice in buying your products (see Tip#2).

If you brand the gift with your logo, your customer will advertise your brand every time they wear the garment.

2. Business Gifts

Everyone likes to receive gifts and business gifts are a good way to foster goodwill and, most importantly, to thank your customers for giving you their business.

Some companies have policies which prohibit their staff from accepting personal gifts, so bear this in mind when you are choosing gifts as it may have to be put into the company gift "pool". If in doubt, ask the person concerned or choose several lower-cost items (caps, compendiums, or pens, for example) which can be distributed to more people rather than one high-value item.

3. Dealer Distributor Programmes

Sometimes your dealer/distributor may sell competing brands, and a dealer distributor programme is an excellent way to stay ahead of your competitor.

Similar to #1 tip (Incentives For Customers To Buy Your Products) : a simple and easy-to-manage program might be to give a free jacket to the dealer for every high-value product sold.

The dealer can choose whether to gift this to his customer, or to use it himself. Make sure each jacket has your brand logo, and the dealer will sell more of your product, the customer will receive a free gift, and you'll be advertising and promoting your brand via your customer.

4. Staff Uniform

There are two major benefits in having a staff uniform :

- Your staff will **feel** great;
- Your staff will **look** great.

If you have front-line staff who deal with your customers frequently, then a staff uniform is an ideal way of ensuring that they dress well.

If your technician likes wearing his favourite ancient tee shirt or your receptionist just doesn't dress appropriately, the cost to your company's image is high.

5. Corporate Identity

You probably have your company name displayed in various ways : signage on your premises, stationery (letterheads, business cards, etc), your website, signage on company vehicles, etc.

This helps you to advertise/promote your company, and it also has the important function of identifying who you are, where you are, and what you do. Branded apparel is also a powerful way of doing this.

Company A, for example, has technicians who visit residential customers to install central heating systems. Their technicians wear a corporate uniform branded with the company name, and their vehicles also bear the company name.

This means that the customer, neighbours, and passing traffic can identify who the technicians are and what they are doing. This makes Company A look like a very professional company.

Which has two great benefits :

1. Their customers like to deal with a company that cares about their security;
2. Neighbours and passing traffic often stop to ask the technicians for information on the product, and this leads to more business for Company A.

6. Trade Shows

If you exhibit at Trade Shows, then branded apparel for your trade show staff is essential.

It needs to identify your staff and to attract people to your exhibit.

It's important to consider the following things when deciding on the apparel to use at a trade show.

- **What apparel will your competitors and/or the exhibitors adjacent to yours be wearing?**

If your competitors wear a red uniform, and your corporate colours are also red, you might want to choose another colour to wear for the trade show so that you stand out from them.

- **Remember, your aim is to stand out from the crowd and to be noticed.** Your trade show apparel doesn't have to be the same as your normal staff uniform or branded apparel. This is an opportunity to be creative!

For example, if your exhibit stands are red, then consider wearing apparel in another colour which will stand out against the stands.

- **Take into account the climate of the venue** – will your stand be indoors or outdoors? If it's outdoors, will you need wet weather apparel or will you be safely undercover? If it's indoors, is it heated/air-conditioned? It's important for your staff to be comfortable so that they are focused the most important thing - promoting your brand.

7. Conferences

Branded apparel for the attendees at your conference is a great way to build team spirit and to provide them with a reminder of the conference and its message.

This is also a good chance to do something creative or unusual. As well as apparel, Racebred supplies an extensive range of promotional products such as compendiums, bags, desk items, computer items etc.

A "goodie bag" for each person, containing several branded items, is an excellent way of providing something for everyone – something to wear at the conference, something to take home, something to use at work.

8. Employee Service Awards

Once upon a time, a long-serving employee might have received a gold watch on retirement. Times have changed since then, and you don't have to wait that long to reward people.

Branded apparel and promotional products are perfect for :

- morale and motivation
- corporate/employee events
- employee orientation
- organisational commitment
- corporate communication
- employee training
- employee referral programs

9. Internal Promotions

Everyone likes to be rewarded for achievement, and an incentive program using branded apparel can be a powerful way of doing this **and** motivating other employees to achieve. The cost of the reward is small compared to the return you can expect.

You can implement internal promotions for :

- sales incentives
- TQM/quality programs
- productivity
- inventory reduction
- error reduction
- attendance improvement

10. Safety Education/Incentives

Safety is now a top priority in most companies. It benefits everyone to have a safety program, and the penalties for non-compliance can be high.

Sometimes, though, it's hard to change people's behaviour. Anyone who has worked in an environment where safety hazards are more serious than in an office setting may have met **Hapless Harry**.

Harry's the one who ignores all safety requirements. No matter how many times you explain carefully and simply what the hazards are and how to avoid them, no matter how many safety notices and signs you have in the factory, **Harry** ignores them all. He's an "accident" waiting to happen, and the truly annoying thing is that if it does then you'll be blamed.

You could fire **Harry** of course, but the next recruit could be just the same. A less costly and more effective solution is to start an incentive program which is aligned with your safety program. You can reward staff either as individuals or as a group.

If you have a Harry in your factory, then consider the following incentive program.

Every week, everyone in the program will get a reward provided there have been no safety infringements during the week. If anyone is seen by you violating safety rules, then everyone misses out. This makes the entire group responsible for safety and takes the pressure off you.

If you're just starting a safety program, then you may want to focus on just one safety rule in the first week, then add a new rule in each succeeding week. When you've covered all the rules, change the incentive program so that the time period is longer, and the value of the reward is higher.

11. Public Relations

Many companies are involved with the community, providing assistance with fundraising, sponsorship, school programs, public awareness campaigns, etc.

There are lots of opportunities, through this involvement, to use branded apparel in a way which benefits both the community group concerned and the public relations profile of your company.

You may choose to outfit a local sports team, for example, or to provide apparel that can be part of a fundraising project. This can be a more memorable and appreciated gesture than writing a cheque. And, if your company can't afford to donate very much, product is generally perceived to have a higher value than its actual cost.

12. Customer Referral

Most businesses are looking for new customers, and one of the most cost-effective ways of finding them is to have them referred to you by your existing customers.

Whether this happens accidentally, or whether you have a customer referral program built into your marketing/sales strategy, you'll want to reward customers who refer new business to you.

In the same way that you decide what value of gift to give to customers at Christmas, you may want to have just one gift or several levels of gifts at different price points to reflect the potential value of the referred business.

The ideal is to have some stock of whatever gift(s) you choose, so that this can be delivered with a thank-you note immediately. Otherwise, chances are that you'll have good intentions of thanking your customer, but never quite get around to it, and the opportunity will be lost. (It's a bit like receiving a birthday present after the event – the thought is still appreciated but a late delivery is a late delivery!)

As with Christmas gifts, you may decide not to brand the gift – it's up to you.

13. Marketing Research

You want to do some marketing research amongst your customer base, and you've taken the time, trouble and expense of organising a questionnaire which will provide you with answers to some important questions. You plan to email out the questionnaire next week.

That's the easy part.

The hard part is going to be getting your customers to complete the questionnaire and return it to you on time. If they don't, all your efforts will be wasted and you still won't have the answers you need.

One of the best ways to produce a higher reply rate is to offer an incentive for returning the completed questionnaire. You can use branded apparel or branded product very effectively for this purpose.

This will add to the overall cost of your survey, but the cost of not getting the required response rate is failure.

For example, you've budgeted \$10,000 to spend on the incentive items and you intend to send out 10,000 questionnaires. To be

certain of not over-spending your budget, this means that the cost of each incentive item will be \$1.00.

However, if you've worked out that the number of responses required to produce a valid and reliable survey result is 500, you can offer the incentive only to the first 500 customers who return the questionnaire. This means that you can spend more per item (\$20.00), which should produce an even better response rate and will encourage prompt returns.

It's a win/win result. You get the best possible response rate and a successful survey, and your customers receive a branded incentive item which in turn promotes your brand.

Now that you've read our **13 Tips for Success**, you can see that using corporate/promotional apparel usually fulfills several of your objectives at the same time.

The best way to get started is to contact us now and we'll help you.