



## Open-Ended Sales Questions for a Promotional Products Sales Call Cliff Quicksell Associates 2025

It is often said that a salesperson should have 40 prepared questions for a sales call to uncover multiple opportunities. Many of these questions can be answered by conducting a deep dive into a client's or prospect's website and social media channels.

This document is designed to jumpstart that process by providing a selection of questions that have proven invaluable throughout my sales career and now in my consulting practice. Additionally, at the bottom, you'll find 10 tips to help navigate that deep dive effectively.

My hope is that this resource provides meaningful insights to enhance your approach. Best, CQ

### 40 Open-Ended Sales Questions for a Promotional Products Sales Call

#### Understanding the Client's Business & Goals

1. What are your company's main objectives for this quarter/year, and how does marketing support these goals?  
This helps position promotional products as a strategic tool rather than just a giveaway.
2. Can you share your company's brand message and how you want customers to perceive it?  
Aligning promotional products with their brand message enhances effectiveness.
3. What makes your business unique compared to competitors, and how do you communicate that to customers?  
This helps in recommending custom, differentiated products.
4. How does your company celebrate milestones, achievements, or anniversaries?  
Opens doors for recognition-based promotional opportunities.
5. What are the biggest challenges you're currently facing with customer engagement and brand visibility?  
Uncovers pain points that promotional products can help solve.

#### Understanding Marketing & Promotional Strategies

6. What types of marketing and advertising campaigns have worked well for your company in the past?  
Provides insights into successful strategies and potential gaps.
7. What kind of promotional products have you used before, and what was the response?  
Helps avoid redundant or ineffective products while improving future recommendations.
8. Are you currently using any branded merchandise in your marketing strategy? If so, how is it being distributed?  
Understanding current usage can lead to enhancement opportunities.
9. How do you measure the success of your promotional marketing efforts?  
Allows you to suggest better ROI-tracking strategies for branded merchandise.

10. What are the key events, trade shows, or sponsorships you participate in annually?  
Identifies product opportunities for event giveaways and engagement tools.

### **Understanding Target Audience & Customer Base**

11. Who is your primary audience, and what types of customers do you want to attract?  
Ensures promotional products align with the right demographics.
12. What industries or client types do you most frequently serve?  
Helps identify products tailored to a specific industry's needs.
13. How do your customers typically interact with your brand? Online, in-person, or both?  
Helps determine distribution strategies for promotional products.
14. What kind of brand experience do you want your customers to have?  
Ties promotional products into the larger customer experience strategy.
15. What's the most important thing you want customers to remember about your brand?  
Guides product choices that reinforce brand messaging.

### **Event & Employee Engagement Opportunities**

16. Do you have any employee recognition or incentive programs in place?  
Promotional products can support these efforts and increase retention.
17. How do you welcome new employees, partners, or clients?  
Uncovers opportunities for onboarding kits or welcome gifts.
18. Do you currently provide any branded apparel for employees?  
Great for internal branding and team morale.
19. Are there any upcoming corporate events, retreats, or training programs?  
Identifies opportunities for event-specific promotional materials.
20. How do you celebrate holidays, company milestones, or appreciation events?  
Promotional items can enhance these celebrations and increase engagement.

### **Branding, Budget, & Decision-Making Factors**

21. What's your budget allocation for promotional merchandise this year?  
Knowing the budget ensures better product recommendations.
22. What's your process for selecting promotional products? Who is involved in decision-making?  
Identifies key stakeholders and how to tailor your pitch.
23. How important is sustainability in your choice of branded merchandise?  
Allows for eco-friendly product suggestions if applicable.
24. Do you prefer trending, practical, or classic promotional items?  
Helps narrow down product recommendations.
25. How do you currently store and distribute your branded merchandise?  
Opens discussions on inventory management and fulfillment services.

### **Competitor & Market Positioning**

26. What types of promotional campaigns have your competitors run successfully?  
Helps in offering unique or improved strategies.

27. Are there any industries or markets you're looking to break into?

Promotional products can be used as entry points into new markets.

28. Have you considered using promotional products as part of a loyalty program?

Engages customers and encourages repeat business.

29. How do you ensure brand consistency across all marketing materials?

Promotes consistency through customized branded merchandise.

30. What are your thoughts on personalized or customized products for your audience?

Reveals opportunities for high-impact, customized marketing.

## Verifying Insights & Uncovering Needs

31. I noticed that [specific campaign] was a recent initiative of yours. How did it perform?

32. Your company has been growing in [new market or segment]. How are you engaging this audience?

33. I saw that you partnered with [specific company]. What was your approach to co-branding?

34. Given the industry trends towards [specific insight], how is your company adapting?

35. Your competitors have been using [specific strategy]. Have you explored this approach?

## Closing & Next Steps

36. If we could develop a unique promotional campaign for you, what would be your ideal outcome?

37. What's the biggest factor in deciding to work with a promotional partner like us?

38. What's one thing you wish your previous promotional vendors did better?

39. Would you be open to a creative brainstorming session to explore ideas?

40. How can I make this process as easy as possible for you?

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## Top 10 Methodologies to Uncover Relevant Opportunities

### 1. Website & Social Media Audit

Review company websites, blogs, social media, and press releases for upcoming initiatives, events, and branding themes.

### 2. Industry Reports & Trends Analysis

Identify market trends and discuss how the client can leverage them with promotional products.

### 3. Competitive Research

Study competitors' marketing strategies and suggest ideas that help the client stand out.

### 4. Google Alerts & Press Releases

Set up alerts to track company news, expansions, or product launches that may need branded support.

### 5. LinkedIn & Employee Insights

Look at company leadership, new hires, and employee engagement activities to suggest internal branding opportunities.

### 6. Annual Reports & Investor Calls

If public, review annual reports for strategic goals and areas where promotional products can play a role.

7. **Event Calendars & Sponsorships**

Check industry event listings to find relevant trade shows, conferences, or sponsorships.

8. **Mystery Shopping or Customer Experience Testing**

Engage with the brand's sales channels to identify branding and promotional gaps.

9. **Referrals & Client Testimonials**

Talk to existing customers about what worked for them and refine your pitch based on real feedback.

10. **Survey & Polls**

If possible, create quick surveys to gather insights on the effectiveness of past promotional campaigns.

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