

**Title:**

Advantages of Buying Promotional Products Online

**Word Count:**

795

**Summary:**

Learn five very significant reasons to buy your next order from a discount promotional products distributor.

**Keywords:**

Promotional, Products, Articles, Items, Gifts, Imprinted

**Article Body:**

Buying your promotional products and corporate identity apparel online provides five major advantages: a greater selection, better pricing, convenience, customer service, and faster ordering time.

Factories often display their entire line of products on the web, providing you with a greater selection of products. With all of these factories on the web, you gain the opportunity to compare quality and pricing in a simple and easy online format, instead of wasting time browsing through endless catalogs that crowd your work center.

Better pricing is readily available on the web, but you have to dig and probe for it. Type in any promotional product related keywords into your favorite search engine and sift through the results until you find a promotional products company with discount pricing. A great trick is to choose an item and have several promotional product companies give you a quote, ALWAYS including any set up charges and freight. This will get you a true number to compare an exact total cost.

How do these online web companies afford to sell the exact same product for less than other distributors? Traditionally, promotional items are sold by a distributor who has a whole staff of outside sales people that will go to your business, show you tons samples, and baby sit you through the process of placing an order. These outside sales people are number one primary expense of an off-line distributor. Believe me this expense is then factored into the price of the promotional item you are purchasing, thus raising your total cost. By purchasing discount promotional products on the web, you can eliminate lining some salespersons pockets and reduce your purchase price by a considerable amount of

money.

The Convenience comes with the ability of placing your entire order online. All successful web companies offer this service with encrypted order forms to secure your purchasing information. You may send your artwork via email. This is made easy with the online form. With online ordering you gain the convenience of placing your order anytime, twenty-four hours a day seven days a week.

A few of these online web companies also provide customer service departments with extended hours. They are set up to take your calls, handle your rush orders, and to answer your questions promptly. If you prefer to communicate through e-mail, this is a great way to document your order from start to finish. You can e-mail a question to your distributor, leave for a break, and have it answered by the time you return.

A much faster ordering time is the fifth major result of the online purchase. I have personally visited hundreds of clients. This obviously requires an appointment, which naturally must fit into both parties' schedules. An off-line salesperson is forced to interpret your needs prior to your meeting. Then bring what samples and catalogs they have on hand, but these may not meet your needs and thus your ordering time will be extended for a second meeting. If you have any questions about product availability, turn around time, or any other factory sensitive inquiries, the salesperson will have to return to his office in order to contact the factory, to get you your answers. When you order from an online web company, the customer service team is already in their office, so they can contact the factory with your questions and call you back immediately.

I have given you five great reasons to buy Imprinted products from an online discount promotional products company, but I must also remind you that there is always a trade off. Online promotional products companies work very hard to cut all possible costs and to pass this savings on to you. You will find that this results in a charge for samples and pre-payment requirements. The charge for promotional samples insures that the company will not give away products to non-customers, as this would considerably raise the real customers' costs. Paying in advance is very common among internet purchasing in general, and necessary for almost every online company to insure payment. Pre-payment is nothing to worry about. You still have the right to a quality product, and you gain an enormous savings.

Another Tip: When purchasing imprinted corporate apparel, select an online company that has in-house embroidery and screen printing facilities. It has been my experience that these companies will have much better control of expediting your orders, a better knowledge of branding, experience which allows them to

better monitor quality control, and a much better capabilities to complete rush orders quicker.

Today you will find that many more successful businesses are now placing their promotional product and corporate apparel orders in the hands of these qualified discount online distributors. The advantages are numerous; convenience, speed, selection, accountability, service, and above all, savings.