

SALES BOOST

Case Study 2

The Tablet Triumph

A Chicago distributor won a nearly half-million-dollar deal by delivering custom tech.



►The Pro

Name: Ed Levy

Title: Founder/President

Distributorship: Edventure Promotions (asi/186055) in Chicago

►The Sale

Dollar Value: Approximately \$450,000

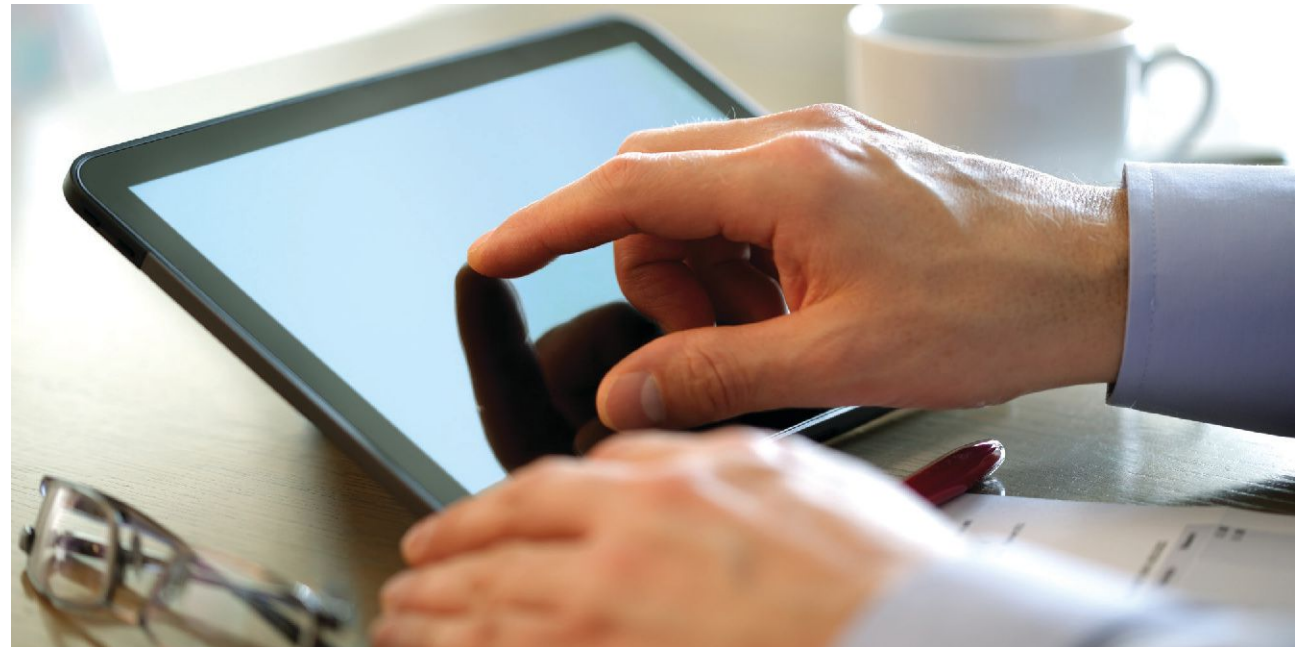
Client: An agency sourcing product for an end-client in the information technology industry.

Product: Promotional video tablets inserted into a marketing kit heralding the release of a new service from the tech company.

►How He Scored the Sale

Levy earned this mega deal because of his relationship with the agency, his willingness to learn about new technological promotional products, and his well-developed partnership with a top supplier.

After connecting with the agency through a mutual client, Levy developed the relationship, providing custom manufactured products and airtight service over the course of a decade. This included a previous smaller sale



of custom promotional video tablets – a deal which helped compel the agency to trust Levy with this massive order. “There were a lot of components to the agency’s work for the end-client,” says Levy. “They needed someone they could rely on to get this aspect of it executed seamlessly.”

That someone was Levy.

Eager to develop additional revenue streams, Levy had devoted himself, over several years, to learning about what goes into creating custom video tablets and other cutting-edge marketing mediums. **Part of Levy’s effort included forging strong ties with a supplier that could produce huge quantities of custom tablets at a cost-effective price.**

“You can’t learn everything in a month, but if you take the time to figure it out, you can find a lot of new opportunities,” Levy says.

►How He Pulled It Off

A ton of detail went into the

order, largely because everything about the tablets was custom. They had to be sized correctly to fit into a custom marketing book that was being sent to the end-client’s target prospects. The number, placement and function of the buttons was specific to the product. Volume controls had to be set. Four promotional videos, provided by the client, had to be uploaded onto the tablets in a specific sequence. **Each tablet was rigorously tested through 11 quality control procedures, including 48 hours of continuous play.**

Levy worked closely with the supplier to keep everything on track. Even so, unforeseen challenges arose. The supplier’s vigilance, for instance, led to a **discovery of defective screens in some tablets – thankfully before it got too close to the deadline.** **Despite issues posed by a holiday in China, the supplier was able to get functional screens manufactured before the deadline. Addi-**

tionally, federal rule changes on lithium ion battery air shipments necessitated that the tablets be flown over in 10 different shipments instead of one – a cost the supplier partner absorbed.

Ultimately, however, the end-client received everything on time, and was happy with the tablets. “To produce a technology product for a major technology company and have them be pleased with everything, it was just really cool,” says Levy.

►Takeaways

1. Educate yourself about emerging tech-infused marketing mediums/products that complement your sales of traditional merchandise.
2. Become the go-to promo partner for advertising/marketing agencies that perform work for end-clients with big spending power.
3. Again, the need to have a dependable supplier partner is huge.