

Promo Expo Meeting: Standing Room Only!

The new year started with a standing room only event at our first Promo Expo meeting of the year. This meeting featured Hugh Lawson a Director of Business Development at Staples Canada, who held us captive with some incredible insights.

Hugh's presentation was focused on identifying true RFP opportunities that exist in the marketplace today as more and more companies both large and small are reducing vendors and looking for ways to increase bottom line savings.

Hugh walked us thru the realities of increased corporate due-diligence and the world of supply chain management with tips on competing in this daunting environment with ideas that he utilizes with his own team. He helped us with suggestions on how we can humanize the process and reach out to connect with people that would be involved in the process at the corporate level.

We also learned all about the M.E.D.D.I.C approach he utilizes with the questions and the effect the answers to those questions will have on high win-rates. It was an outstanding presentation with some exceptional information that Hugh shared with his peers and to make it even more special it was Hugh's 50th birthday and we were the ones that got the gift!





About Promo Expo:

A Canadian marketing alliance made of a group of like-minded individuals who share showroom space and provide educational events, marketing support, industry social events and networking opportunities within the GTA.

Promo Expo is the only multi-line showroom space in the GTA that is also open to distributors who would like to book client meetings or product presentations with the members. Current members include Neil & Christy Mihan – PRG, Gordon Tran – Bonica, Leslie Ashby – Your Promo Rep, John Furnish – J. Furnish Sales & Kanata together we represent over 50 lines!

We currently have space for one more industry leading supplier or MLA that would like to join us – just email Neil at neil@promoexpo.ca