

sim·plic·i·ty

CREATING AN EASIER WAY TO DO BUSINESS IN PROMO

by Goldstar Pens

“At its core, our Simplicity Model is about the ease of doing business and frictionless selling,” said Howard Cubberly, General Manager of Goldstar Global. “Nearly 5 years ago we created and introduced the Simplicity business model for our distributor customers and the response has been incredible.”

As a supplier of promotional products, we house not only products, but the expertise of people—our employees—who in their shared experience have been distributors, suppliers, end-buyers, end-users, and creatives. It’s this unique perspective that’s allowed us to tap into and solve for common pain points, and make the promotional products buying experience as seamless as possible for our distributor customers.

“As a distributor, I was frustrated with constantly having to hunt down and calculate extra costs such as setup fees and art charges,” said RJ Hagel, Marketing Manager of Goldstar Global. “With Simplicity, we just wanted to make things easy and remove as many barriers as possible to get distributor orders out the door efficiently and inexpensively.”

Here Are 3 Areas Where We’ve Committed to Simplicity



**The Pricing. \$0 Setup fees. \$0 Run charges.
\$0 Standard Freight on Writing Instruments.**

Our all-inclusive pricing model was created to keep the guesswork out of pricing, so that no added charges would hit distributors. Removing complicated price charts and hidden fees, the Simplicity Model helps to keep quotes clean and clear of any pricing discrepancies, removing setup fees and run charges from all orders—regardless if an order is for drinkware or writing instruments. We also offer free standard freight on all writing instruments, and have several items on 24-hour production at no additional rush charge.



Whether an item is 1 color, 2 color, or 4 color, customers are provided a single, all-inclusive price point.



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***The Tools.* Free marketing and sales tools for distributors.**

We realize that a lot of work goes into securing a purchase order. Marketing and sales resources like unbranded and customizable product flyers, high-resolution images, and content resources like this very article, are key tools for any distributor to have in their toolkit. That's why we've committed to creating in-demand tools for our distributors.



***The Experience.* Dedicated account teams to service your account.**

From customer care to inside sales to regional sales, we've created dedicated teams to support every distributor account. Having a supplier team in a distributor's corner makes business personal. Dedicated support teams create free virtual design board presentations for distributors' use, free digital proofs and spec samples—and so much more to help distributors wow and win customers.

From pricing to ordering to selling tools, these examples of the Goldstar Simplicity Model all add up to something much bigger. Together, they work to create an easier way of doing business in promo.



Team Goldstar.

Visit our website or contact your local Goldstar team with any questions, and prepare to Experience Simplicity™.

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