



# HOW TO PITCH PROMOTIONAL PENS TO EVERY TYPE OF EMPLOYEE



If you're only pitching one type of pen to all of your business customers, you're missing out on sales.

Learn from the experts at KLM Promo Products the different types of pens you should be pitching to appeal to every type of employee – from the front desk, to the corner office.



# Sell to: 9 to 5-ers

## THE PEN: KM10001



## THE PITCH:



- Great for use by **every type of employee**
- Elegant design for a high-end feel at a low cost
- Add laser engraving or imprinting for extra style
- Comes in a variety of colors

Aluminum ballpoint pens like this top-seller from KLM have a high-end feel, making them great for impressing any employee.





# Sell to: Tech Geeks

## THE PEN: KM20025



## THE PITCH:

- Great for **IT and graphic designers**
- Features a stylus on one end
- Useful for professions where tech is integrated in the workplace
- Comfortable grip
- Gel ink

Stylus pens like this one from KLM are an excellent choice for those who use tech throughout the day, and their comfort grip prevents hand cramping.



# Sell to: Bookworms

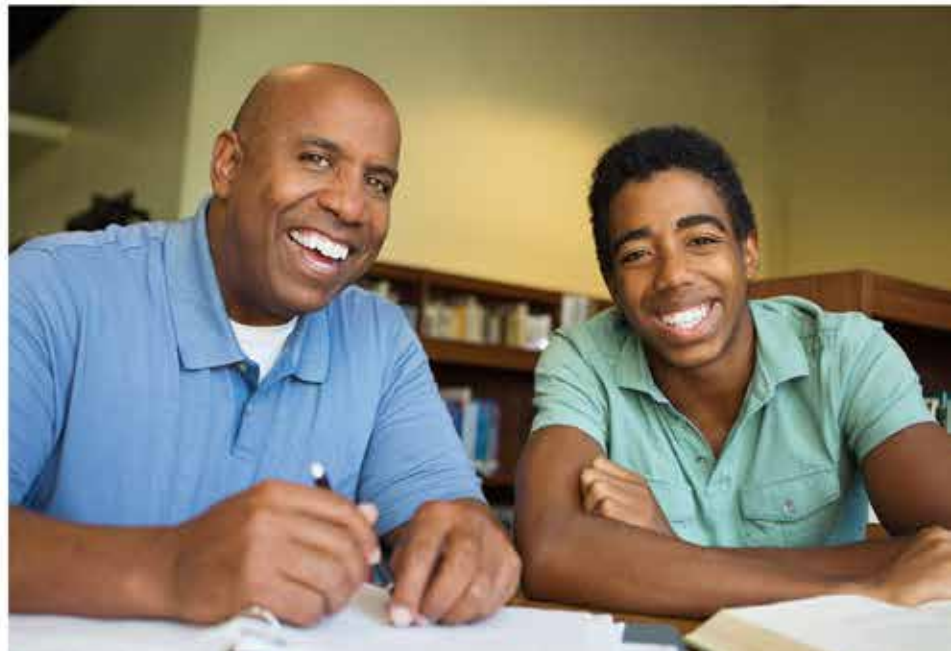
## THE PEN: KP60001



## THE PITCH:

- Great for **writers, editors and teachers**
- Features a highlighter on the end in a variety of bright colors
- Comfort rubber grip for prolonged use

Ballpoint pens with highlighters like this one from KLM are great for employees who need to flip between writing and highlighting while they work.



# Sell to: Handymen

## THE PEN: **KT1011**

## THE PITCH:

- Great for **contractors and craftsmen**
- Features handy tools, like a stylus, a flat screw bit, a Phillips screw bit, a level, or a ruler in inches or centimeters
- Makes a great gift

Multifunction pens like this one from KLM will impress craftspeople and also come in handy thanks to their practical tools.





# Sell to: Hot Shots

## THE PEN: KM50002



## THE PITCH:

- Great for **mid- to high-level executives**
- Features a stylus, laser pointer and flashlight
- Has every tool employees need to give a presentation

Pens with styluses and laser pointers like this one from KLM make it easy to highlight key points on tablets, slideshows and projected screens.



# Sell to: Big Wigs



**THE PEN:**  
**KM20023 or**  
**KM20022PAR**



**THE PITCH:**

- Great for high-level **executives, VPs and directors**
- Choice of bright colors or matte and chrome
- Pens can be engraved or screen-printed
- Add a gift box for an impressive presentation

Add an engraved gift box to these KLM pens for your customers to give out as an end-of-year present, or employee recognition gift.





# ABOUT KLM PROMO PRODUCTS

For over 10 years, KLM Promo Products has been a leading supplier of promotional products, gifts and incentives.

Supported by a large network of factories overseas, we're able to bring our partners high-quality and competitively priced products for their customers.

We believe you shouldn't have to spend a lot to get the best quality – and that's what sets us apart from the rest.

Want to work with us?

Write to us at

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Or give us a call at

**(626) 962-5785**

