

Request Purchase Permission for a Name Badge Organizer

PAIN

What **pain** are you, your co-workers and other event staff experiencing? If you can define the issues clearly, defining a solution will be even easier.

Recall a specific incident where things didn't run smoothly or mention any frustrations guests may have experienced. Think of it as telling a story, **pinpoint exact pain points** that will allow your manager or supervisor to visualize the stressors.

Talking Points

CLAIM

Now that you've got your manager or supervisor on the hook to listen, **claim** why you'd like to purchase a Name Badge Organizer. Reference specific problems an organizer would alleviate.

Also, do the numbers – reference how many tags can be stored, cost savings with a reusable investment and reducing staff labor. Lastly, when claiming your desire to purchase a board, **refer back to pain(s)**: *"With three Large Name Badge Organizers we can display up to 200 name tags and reduce staff down to three from four. We also don't have to rent so many tables from the venue - saving \$xx amount in rental fees."*

Talking Points

GAIN

Lastly, express what your event will **gain** from utilizing your Name Tag Tamer purchase. Think of it as the summary of your story, **state your pain(s) again** (briefly), **repeat your claim(s)** and bring it home with what **value you are proving to your attendees**.

Remind you manager or supervisor that this is an investment in a product that can be used over and over again for various events, staff meetings, seminars and conferences. Explain how the boards help **tighten up your overall event appearance and experience for your guests**, after all, that's who you are really trying to make happy!

Talking Points

Request Purchase Permission for a Name Badge Organizer

Questions to think about:

- What type of events are you hosting? (i.e. corporate meetings, tradeshow, expos, seminars, fundraisers, seminars, etc.) This will determine the types of organizers you may want to consider.

- How many events a year are you hosting? On average, how many attendees are your servicing at your events?

- Why do you want to change the way you display/distribute name tags? Are you looking to save space, display material, honor special guests or VIPs?

Products requesting approval for:

	# of 2 ¼" x 3 ½" badges	# of 3" x 4" badges	Price	Quantity
Large Name Tag Tamer	66	55	\$284.50	
Travel Name Tag Tamer	35	28	\$279.50	
Lobby Name Tag Tamer	12	8	\$150	
Literature Holders	Hold up to 250 sheets		\$25	

Total dollar spend request: \$_____