

HOW TO GET YOUR BOSS TO INVEST IN COMMONSKU

A practical guide for sales reps who want to sell more,
pitch faster, and make the case for a connected workflow.





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Why You're Losing Deals

Count the number of tools you touch before a single client pitch goes out. The presentation software. The mockup tool. The spreadsheet tracking the order. The email chain (or three) chasing approval. The text to your ops person asking where things stand.

That's a lot of tabs for one deal.

If you're a sales rep in promo, you already know this math: every hour spent on admin is an hour not spent selling. And while you're toggling between five tools to get one pitch out the door, someone else is sending a polished proposal in ten minutes flat.

This guide covers three things:



1. The math your boss needs to see (the dollars argument).



2. Three angles for making the case (yours, your owner's, and your client's).



3. How to handle the tough questions they'll ask.

Here's what most reps underestimate: the cost of all that tool-switching isn't just frustration. It's the deals you never got to pitch because you were buried in the ones you already had. Slower response times,



clunkier client experiences, proposals that look fine instead of great. It adds up quietly, and it adds up fast.

The good news? That cost is measurable. Let's start there.

The Math Your Boss Needs to See

Your owner thinks in dollars. So let's talk dollars. Here's a back-of-napkin calculation based on outcomes commonsku distributors have reported. Emphasis on conservative, because we're not trying to oversell it.

Assumptions

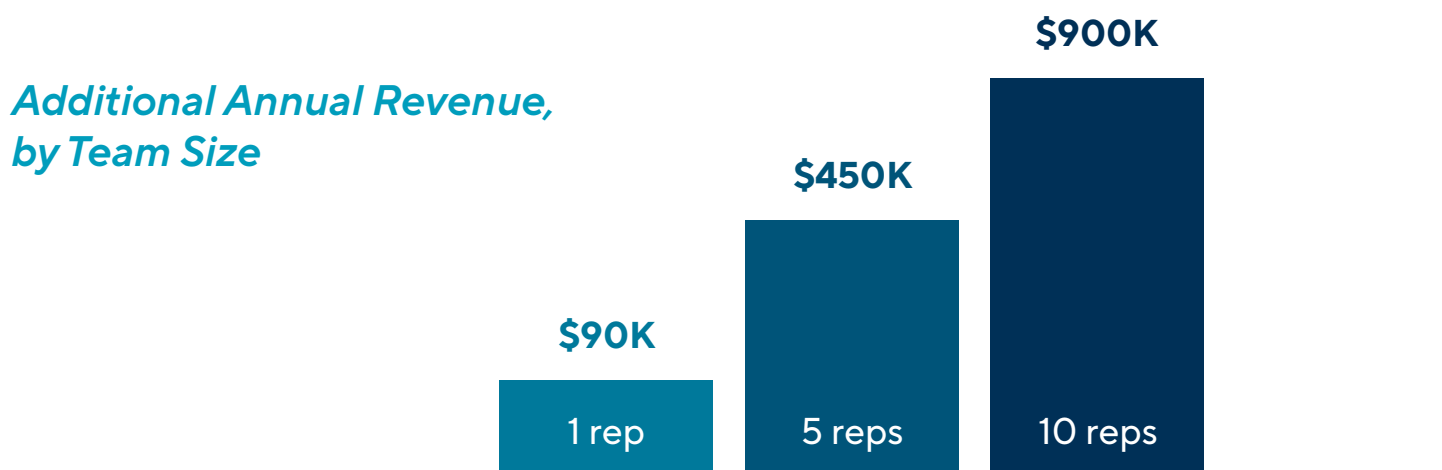
METRIC	VALUE
Time saved per rep, per week	5 hours
Active selling weeks per year	48
Average order value	\$1,500
Closing rate on new pitches	25%
Time to create one new pitch	1 hour

The Math

CALCULATION	RESULT
Total time saved annually (5 hrs × 48 wks)	240 hours/ rep
Additional pitches per year	240
New deals closed (240 × 25%)	60
Additional revenue per rep	\$90,000
Revenue for a 5-rep team	\$450,000



Additional Annual Revenue, by Team Size



Read that bottom line again. Each rep brings in \$90,000 in new annual revenue, just from reallocating admin time to selling. Five reps? Nearly half a million. Ten reps? Closing in on a million dollars a year, and that's before you factor in the ops hours saved on the back end.



"commonsku has helped our sales growth as we've grown over 25%, \$580K at end of last year to a projected \$725K this year. I was able to take a 40-hour-a-week admin person and reduce it to 20 hours a week, reallocating that person to marketing and client outreach."

That's not a hypothetical. That's one distributor's year. And commonsku distributors have consistently grown faster than the industry averages PPAI and ASI report.



The Rep's Case

Your manager cares about three things: speed, efficiency, and growth. Lead with those. Here's how commonsku delivers on each one, and what will change in your day-to-day.



Build Pitches in Minutes, Not Hours

The Presentation Builder is the feature that sells itself fastest. You pull products, pricing, and your client's branding into one presentation, and it looks good. Not "I spent 45 minutes in PowerPoint" good. Client-ready-in-under-10-minutes good.

That matters more than it sounds like on paper. When you can build a polished pitch in the time it used to take just to find the right product images, your calendar opens up. More pitches out the door, more chances to close.

"We replaced Dropbox, PowerPoint, Excel, HubSpot, and DocuSign with one platform. Presentation creation went from hours to minutes."





Product Mockups, Right Inside the Pitch

“Can I see our logo on that?” *Every client, every time.* With commonsku, you generate mockups directly inside the presentation. No switching tools, no waiting for a proof from someone else. The client sees their logo on the product while you’re still on the call. That’s speed to client. The kind that closes deals before your competitor’s email even lands.

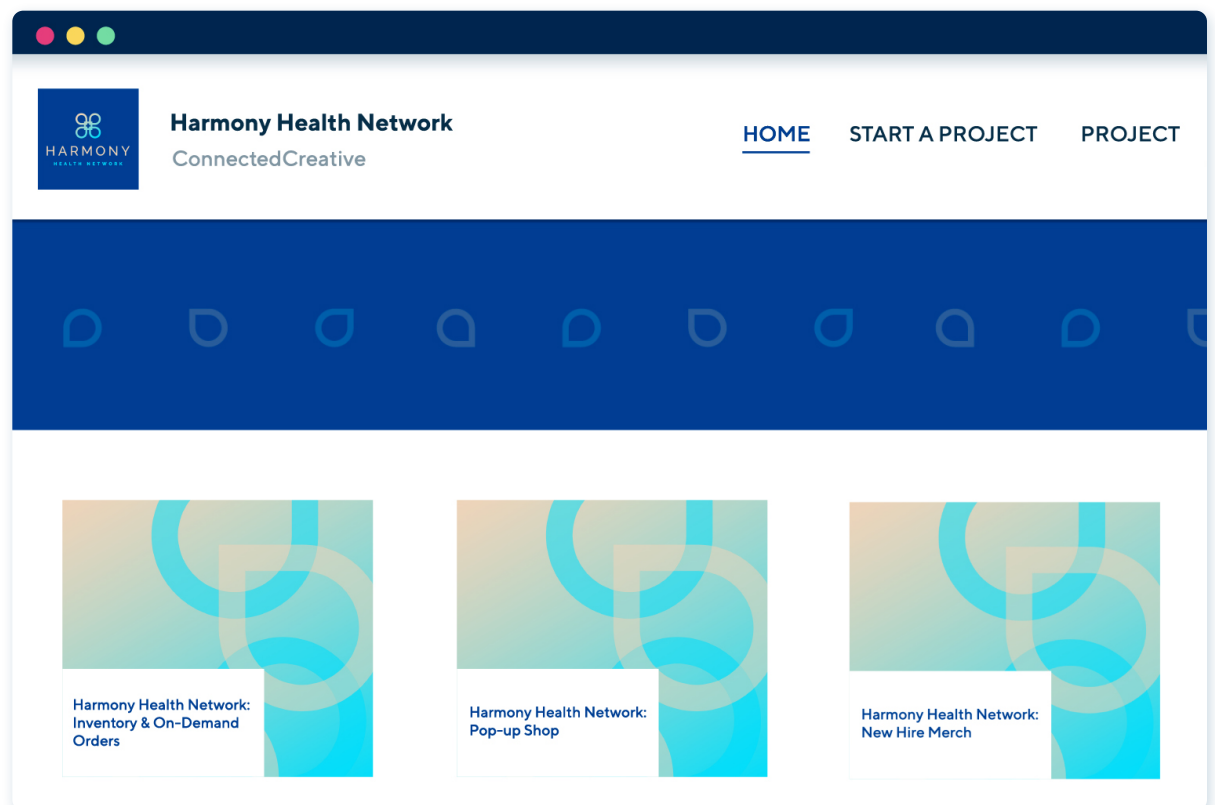




Client Portals (a.k.a. the End of “Just Checking In” Emails)

You know those emails. The ones where you’re following up on an approval that’s sitting in someone’s inbox. Or the client asking for the fourth time where their order is. That’s dead time for everyone involved.

Client Portals give each client a single, private link. They can view presentations, approve mockups, submit payments, and track order status, all in one place. Your client gets transparency (which they love), and you get your afternoons back (which you’ll love more).

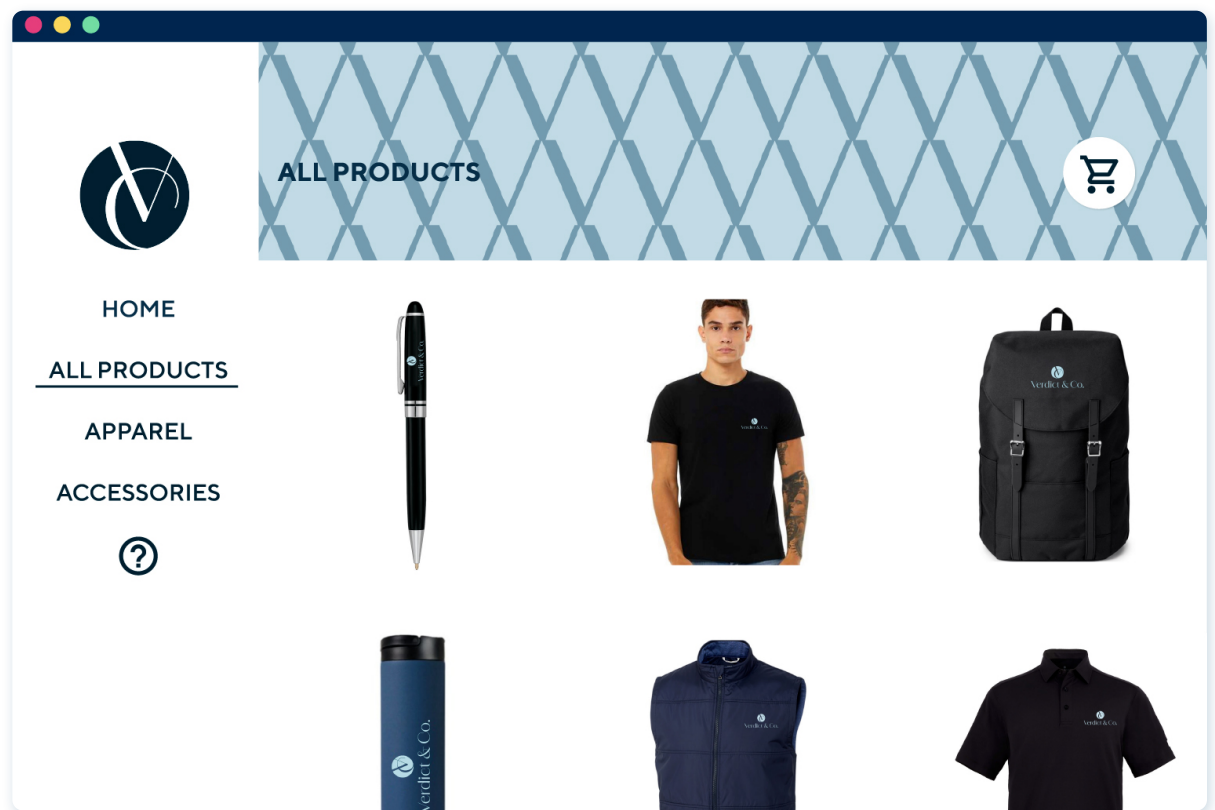




Shops: Passive Revenue You're Probably Leaving on the Table

This is the feature reps tend to undervalue at first and then wonder how they worked without it.

commonsku Shops lets you create branded online storefronts for company stores, pop-up shops for events, or uniform programs. Your best clients can reorder on their own, whenever they want. No email chain. No re-quoting. That's repeat business that comes in while you're focused on landing new accounts. If you have any clients running recurring merch programs (and most reps do), Shops is where the math starts to get interesting.





The Owner's Case

You're thinking about closing deals. Your manager (or owner; at most distributors, the same person) is thinking about margins, overhead, and whether the business can see what's happening across the team. Different priorities, same platform. Here's the case that lands with leadership.



Real-Time Reporting That Gets Used

Most distributors have data. What they don't have is a clear view of it. commonsku's Reports Dashboard pulls sales, client, and supplier data into one place. Comparative reports by category, by rep, by time period. Your leadership can spot which products are moving, which reps are outperforming, and where revenue is coming from (not where they assume it's coming from).

The Report Scheduler is a small feature that punches above its weight: automated performance reports delivered to inboxes on a set cadence. No one has to remember to pull the numbers. They just show up.

And because commonsku connects with QuickBooks, Xero, and Avalara, financial and tax data flows into the same reporting view. One picture. Accurate.



"The fact that everything is in real time, now I can see what the team is doing, who they're working with, and what margins they're at. It's helped us grow."

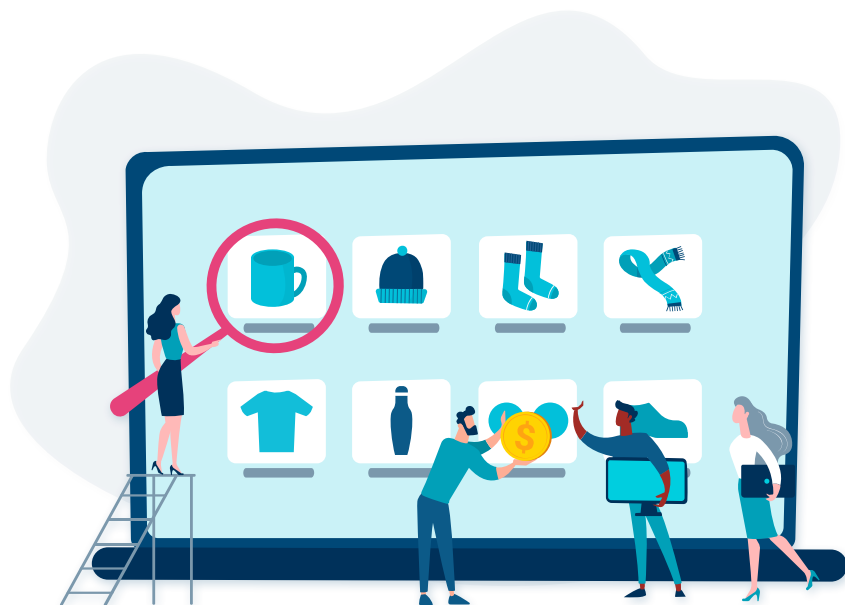


Automatic Sales Order → Purchase Order Conversion

Here's one that your ops team will thank you for. Manually converting a sales order into purchase orders for each supplier is tedious, error-prone, and (let's be honest) a waste of skilled people's time. commonsku's Auto SO>PO feature handles the conversion automatically. Fewer errors. Fewer hours. It's part of a broader roadmap that includes email system improvements and better task management, but the SO>PO automation alone is worth the conversation.

Smarter Product Search (with AI Doing the Heavy Lifting)

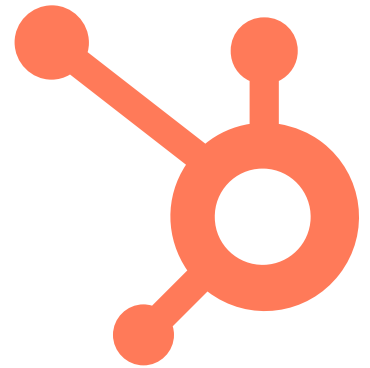
Connected+ product search pulls from supplier inventory and data in real time, so your team finds the right product faster. The AI layer on top surfaces recommendations inside Shops and search results. Smart suggestions that tend to increase order value because they're contextual, not random. Less time sourcing. Better presentations. Quality of ideas, on every pitch.





HubSpot Integration: Marketing Leads → Sales Pipeline

If you're already running HubSpot (and a lot of distributors are), this is where it clicks. The native integration syncs leads and contact data between platforms automatically. Marketing generates a lead, it shows up in commonsku ready for you to pitch. No manual entry, no leads falling through the cracks. Your existing HubSpot investment gets more valuable because the data goes somewhere.





The Client's Case

Here's the line that wins your boss over: this isn't really about the platform. It's about *how your clients feel* when you're on it.

Every distributor's hardest growth challenge is keeping the clients they already have (reorders are easier than new logos, and you know it). The platform you sell on shapes what your client experiences when they work with you. commonsku quietly does that work in four ways your clients will actually notice.



Faster Ideas

You walk into the call with mockups already loaded onto their products. They don't wait three days for a proof, then another two for a revision. The idea hits while the moment's still hot, while their CMO is still excited about the campaign. That's the meeting where you sell more, because the speed to a real visual is what makes the idea feel real.



Quicker Responses

"Where's our order?" gets answered in their portal, not by you forwarding a Slack thread to ops. Approval requests don't sit in your inbox for the weekend. Status questions resolve themselves without anyone needing to chase. Your responsiveness becomes a feature of working with you, not a tax on your time.



Full Visibility

Every branded merch project, every quote, every approval, in one place your client can log into. No more “can you resend that quote from March?” emails. No more “who has the latest version?” Their procurement team gets a real interface, not a series of disconnected emails. And you stop being the human glue holding the project together.



One Front Door

Presentations, mockups, approvals, payments, reorders, all under a single link with their branding on it. Your client experiences your business the way you want them to: organized, fast, one step ahead. That’s how a one-time vendor becomes a brand standard.

Speed to client and quality of ideas. **That’s what your boss is actually buying when they buy commonsku.**



What Distributors Are Saying

These aren't cherry-picked success stories from the sales deck. These are distributors, different sizes, different markets, different stages of growth, talking about what changed after they moved to commonsku.



"commonsku has increased our sales process efficiency by 40%, and how commonsku allows us to present ourselves to our customers has easily improved tenfold."

Ryan McAllister, Purpose Built Trade Co.



"Since 2014 our business has quadrupled in sales and profits. The ability to have access to our entire process from anywhere is fantastic."

Jodie Marc Lalonde, Portage Promo



"Thanks to commonsku my sales reps have managed to pry all sales opportunities out of my hands, so I can focus on the bigger picture. I have complete visibility into their workflow."

Russell Bird, Promo Addict



“It’s so powerful that in negotiating this merger we needed to have commonsku on board without a doubt for a deal to be done.”

Kyle Gibson, Premier Press



“Moving from a system that was barely tolerated by sales people to a system they feel like they can’t live without, that’s the biggest win.”

Robert Fiveash, Brand Fuel



Tough Questions, Quick Answers

Your boss will push back. Good. That means they're taking it seriously. Here are the five questions you'll get most often, with the punchy talking points to handle each. Treat this section like a battle card, not a script.

“What's the ROI? It seems expensive.”

The math pays for itself in weeks. Five hours back per rep per week, 240 hours a year, 60 new pitches at our close rate. That's \$90K in new revenue. Per rep.

“Will the team actually use it?”

It's built for promo. The workflow matches how we already sell. One distributor (Merch'd) converted fifteen people overnight. The loudest skeptics became the strongest users. Once you build a pitch in 10 minutes, the conversation's over.

“Is our data secure?”

More secure than what we're doing now. Right now our client data lives across spreadsheets, personal drives, and email attachments. Centralized, backed up, controlled. That's the upgrade.



“How long until we’re up and running?”

Most teams hit the efficiency payback inside the first month. Structured onboarding, dedicated support. And we’re consolidating tools, not adding one. Fewer systems, shorter learning curve.

“We already use HubSpot. How does this fit?”

It makes HubSpot more useful. The native integration syncs leads and contacts so marketing data flows straight into our pitching. No duplicate entry. No leads sitting in a CRM nobody checks.





How to Ask for the Demo

You've got the math, the cases, the answers. Now do the thing most reps skip: ask for something specific.

Not "we should look into this." Not "here's a link, check it out."

Try this:

"I've been looking into commonsku and I think it could make a real difference for the team. Can we book a 30-minute demo with them next week? We'd see the Presentation Builder and Client Portals firsthand and ask our specific questions. Low commitment, worth the time."

That's a yes your boss can give without committing to anything. Thirty minutes, no contract, clear agenda. Once they see the platform in action, the only question left is how fast you can get started.

One more thing. If you're the rep who brings this to the table, who does the homework, makes the case, and pushes for the demo, your manager notices. That's someone thinking about the business the way they do. It counts for something.





One Platform. Every Step Connected.

Ready to sell more?

