



6 Tips For Discussing Tariffs With End-Clients

Tariffs on imported products implemented by the current presidential administration in 2025 are complex. Here are strategies for promotional product distributors to discuss tariffs with clients while being sensitive to their needs and maintaining business momentum.

1

Exercise Empathy

Customers may be struggling, contending with uncertainty or even benefiting from tariff policies. Regardless, use this time to check in with clients without pushing sales. Show genuine concern, listen closely, and respond thoughtfully. This approach can strengthen long-term relationships, position yourself as a partner and potentially uncover business opportunities.

2

Be Calm & Transparent

Clients need straightforward information without added anxiety. For example, discuss price increases calmly and clearly. Try: "Based on what we're hearing from our supply chain partners, we're expecting price increases in the months ahead." Be realistic but avoid panic, while projecting an appropriate amount of confidence and assurance.

3

Present Solutions

As you discuss issues, offer potential solutions. Explain steps you're taking to mitigate price increases, such as actively sourcing products from countries with lower tariff burdens or working with vendors who can provide Made-in-the-USA options, which may offer greater relative pricing stability. If applicable, mention how you're absorbing additional costs to lessen impacts on clients.

4

Emphasize Proactive Steps

Advise clients to order in advance for projects that may be occurring later in the year. Doing so can help them benefit from lower prices and avoid possible inventory shortfalls. Explain solutions for warehousing items if advance ordering is an issue.

5

Present the Power of Promo

The latest research from ASI shows that promo products are consumers' favorite advertising medium. Plus, promo products have an incredibly low cost-per-impression, meaning they deliver big value. Consider: A branded baseball cap that costs \$8 will have a cost per impression of less than a ¼ of a cent.

6

Meet Them Where They Are

Have honest discussions about clients' budgets and offer creative solutions within their spending parameters. Emphasize the importance of continuing marketing and brand-building efforts to avoid losing ground to competitors.