

## Randy Gurski PromoCentric LLC

### What is your title/role at PromoCentric?

Title: Presidential Brand Manager Role: My two team members and I manage \$9.5 Million in sales, and we directly process all quotes, proposals, order writing, and customer service of a project from start to finish. In 2023, my focus will be on developing new business.

### How long have you been in the industry?

18 Years

### What do you like best about your company?

PromoCentric is family to me, and I enjoy that you can openly share your ideas and feedback and see how the company incorporates your suggestions. The team we have in place is amazing, and everyone supports each other.

### How do you describe what you do for work to non-promo people?

I describe myself as a brand manager to non-promo people and explain that I do sell branded products, but I also sell solutions to make their brand projects more successful from new hire programs to a successful trade show, to employee engagement. When all else fails, I then simply state I sell them custom swag.

### What is your favorite promo product that you own and use?

My favorite products that I own, and use would be the Mophie snap & Multi-device Travel Charger. I love to travel, and this compact charging device has been a lifesaver. I also love the Ocean Bottle and their goal of collecting plastic bottles before they enter the ocean. The last one would have to be Hit's 40 oz. Intrepid tumbler filled with my favorite beverage.

### Do you have any words of wisdom for people who are just starting out in the industry?

I would tell them to create 1-year goals, develop a plan, and stay true and patient on that plan. It can take time to develop a successful book of business! I would also encourage them to focus on 2-3 verticals so that you can become an expert in that field regarding premiums. Lastly, and I cannot stress this enough, be yourself and have fun!

### Do you have any words of wisdom for people who have been in the industry for a long time?

If you have been in the industry a long time, and are suffering promotional fatigue, I would recommend identifying an industry that is new to you and have some fun emerging yourself into a market that is very different from your current book of business. For those that are trying to get to a new level of sales, I would encourage them to create a sales pyramid and identify where their current account base is and how many accounts would be needed to reach their next financial goal, then draft a plan and follow it daily without pause.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

PromoCentric has taken active steps to be more sustainable from limiting paper, powering our facility via solar, and finding ways to minimize waste. In regard to my clients, my verticals take sustainability as a core focus, and most have a department that focuses on sustainability, so having conversations on how to review their existing promotional plans, and what we can do to develop a plan to be more sustainable has been crucial to account plans. For most of my projects, I am showing a sustainable substitute to any items requested with specific context about how the sustainable option would be a better alternative.

[When attending a tradeshow what is your Key to Success?](#)

My key to success is identifying needs and wants prior to a show so that when I walk the floor, I know where I must go to feel the show was a success. If time permits, then I will just wander with no expectations. The other key is relationships and developing them with both distributors and suppliers. I have developed some great friendships with both sides over the years.

[Tell us something about you that most people may not know.](#)

I am a highly competitive person, I do not always show it, but my internal fire keeps me going each and every day!

[What is your favorite quote \(movie/literary/personal\)?](#)

“Life is too short to wake up in the morning with regrets. So, love the people who treat you right, forgive the ones who don't, and believe that everything happens for a reason. If you get a chance, take it. If it changes your life, let it. Nobody said it'd be easy, they just promised it would be worth it.” – Dr. Seuss

[Do you have any fun hobbies or meaningful volunteer work?](#)

When I am not in the promotional world, I love coaching lacrosse, traveling as much as I can, and running outdoors regardless of the temperature!