

10 SALES TIPS FOR SELLING CUSTOM T-SHIRTS





2. Sell Yourself, Not Product

- Many begin by selling the product
- Start by selling yourself – get to know the customer and offer a solution based on their need – not vice versa



3. Be Prepared

- Know how you are going to close the sale
- You may not always know when they are ready to buy
- Don't get caught off-guard



4. Follow-Up

- Persistency
- May take 6-7 phone calls
- Know where they are at in the buying cycle
- Educate them
- Keep in contact to stay on their mind





5. Upsell Techniques



- Add-on sales
- Use “bundle” pricing to sell more (ex. shirt with cap)
- You have an entire transfer sheet to work with – use it to sell extra items





6. Don't Beat Around the Bush

- People appreciate up-front honesty
- Hiding information will only delay and prolong sales
- Don't shy away from price discussion – explain why your pricing is what it is



7. Private Labeling

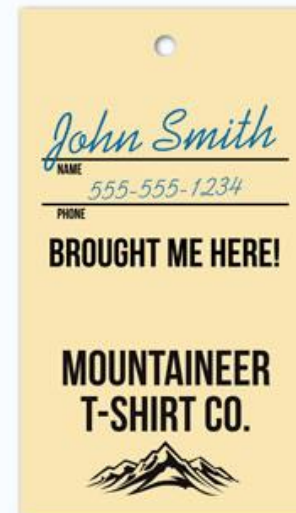
- Add your logo onto apparel
- Package each shirt to include a flyer
- Gains more prospects





8. Ask for Referral

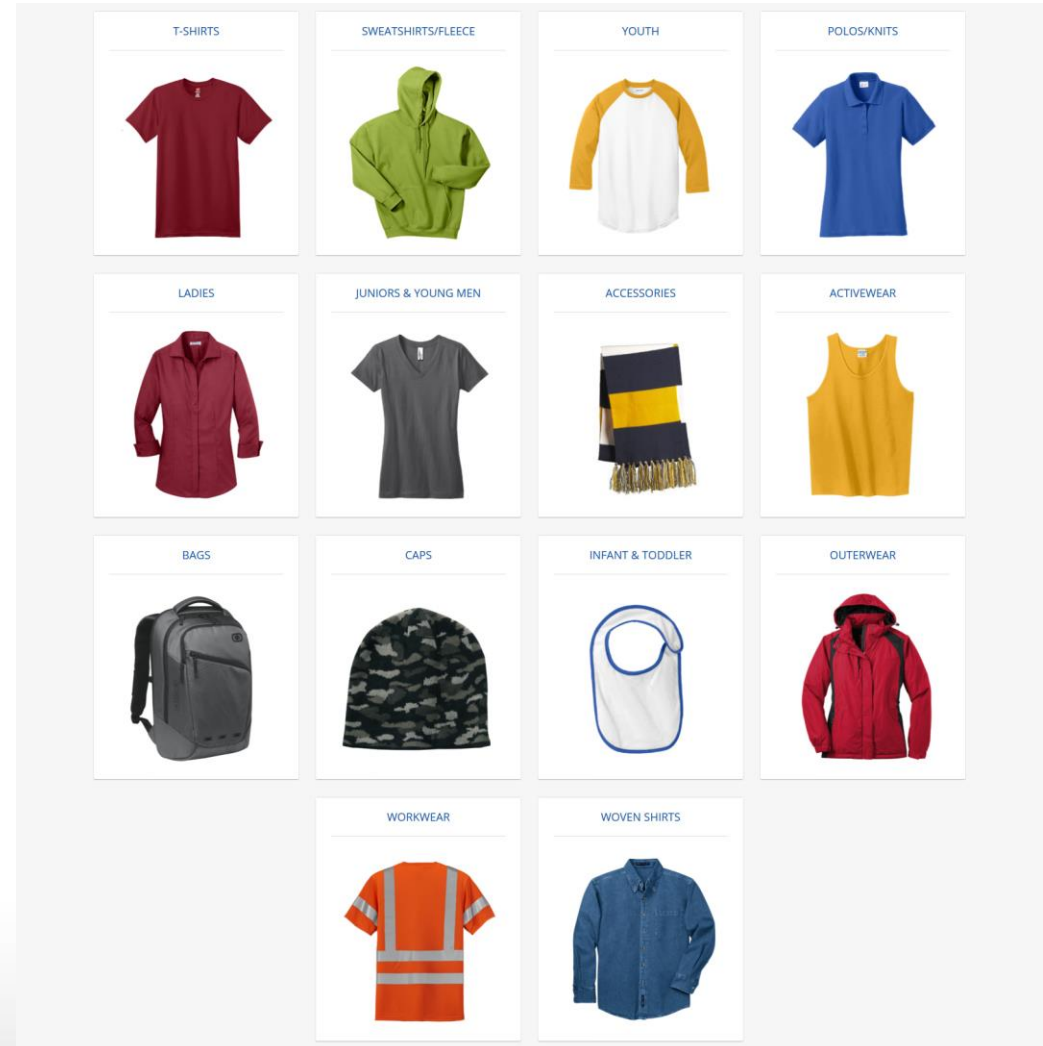
- Deliver quality results
- People love to recommend products/services to friends/family
- Word-of-mouth advertising
- Use your business card as a hang tag on your apparel





9. One-Stop Shop

- Use everything at your disposal that you have available to you
- Know everything you can get from your suppliers to offer a maximum product variety to your customers





10. Use the Tools We Provide

Marketing Kit

- Sales kit and showroom in a box
- Full color catalog - thousands of customizable layouts to show customers artwork options
- Ink color selector – actual printed inks, don't have to guess at ink colors
- 30 full size display transfers – press these onto sample shirts so customers can see and feel what they can get
- Plus more!



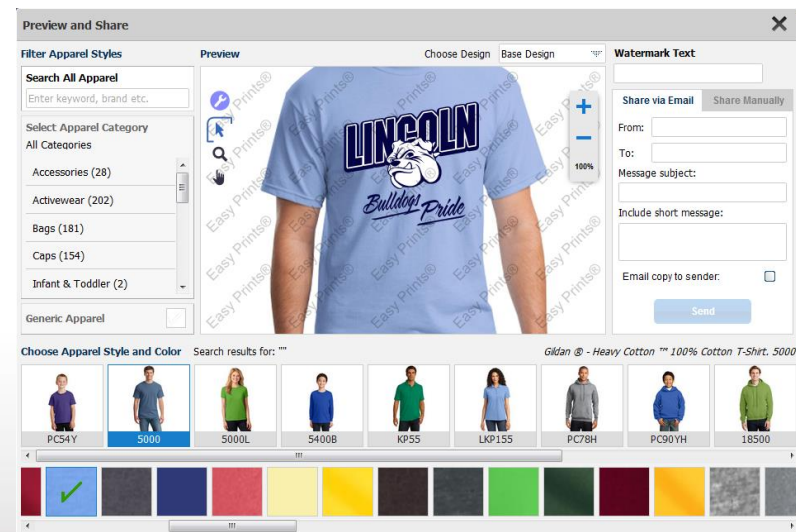


10. Use the Tools We Provide

Easy View

Free transfer designer for all active customers:

- Easy to use, no art skills needed
- Over 5,000 layouts to customize using over 7,000 clip art and 130 fonts
- Preview your design on apparel
- Email your design to your customer straight from Easy View
- Create designs to show prospects what you can do for them





Bonus Tip!

- Don't sell yourself short
- Don't limit who your customer could be – go after large customers, too
- Be confident
- Learn with experience





Start a 30 Day Trial of Easy View

Visit transferexpress.com/dealers/register



For a free sample set of transfers:
transferexpress.com/marketing-tool/free-samples



Conclusion

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Thank You for Attending

Next Transfer Express Webinar

- How to Price Your Custom Apparel
- Thursday, August 10
- 2:00 PM

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