



5 Ways To Grow Your T-Shirt Business



Presented By:





Key To Success - Differentiation

"The essence of strategy is choosing
to perform activities differently
than rivals do."

(Porter, 1996)





1. Giving Your Current Customer the Incentive to Buy More



Once they choose a design show them what it will look like on other custom printed items



1. Giving Your Current Customer the Incentive to Buy More



Special Offers

With each custom shirt, get shorts or a cap for just \$4

Use the sheet to print this item for free allowing you to offer the second item at an enticing price!





1. Giving Your Current Customer the Incentive to Buy More

Use price breaks with your customer

Example:

We can print 42 shirts for \$93.66 or 50 shirts for \$93.50, do you want to order 50 so you have some extras?

Standard Transfer Types	Goof Proof [®] , Hot Split, Polytrans										<i>Prices are per SHEET</i>		
	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	.86	.98	1.15	1.33	1.46	1.60	1.87	2.23	2.64	3.04	3.71	4.19	7.99



2. Make It Easy To Buy

Tips

- Find The Right Decision Maker (One person or committee?)





2. Make It Easy To Buy

Tips

- Narrow Choices
(recommend the power of 3)



QCH-130



QCH-149



QCH-127



2. Make It Easy To Buy

Tips

- Make it easy for your customer to sell (Decision Maker just hands out and collects orders)

**Hornet Cheerleader
SPIRIT SALE**

T-Shirts \$10.00 each & Hoodies \$20.00 each

Colors Available: *Color here (color here print) or color here (color here print)*

Sizes available:
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name: _____ Homeroom: _____

T-Shirts - \$10.00 Each

Quantity _____ Color _____ Size _____ Design# _____
 Quantity _____ Color _____ Size _____ Design# _____
 Quantity _____ Color _____ Size _____ Design# _____

Hoodies - \$20.00 Each

Quantity _____ Color _____ Size _____ Design# _____

Total Enclosed: _____



3. IT'S NOT ALL ABOUT PRICE

Highlight What You Do Well:

- Here are a couple samples of my work
- I guarantee delivery in 3 days
- My products have been tested for durability through 50 wash/dry cycles
- If a reorder is needed I can deliver in 3 additional days
- I will have the sale flyers to you tomorrow





3. IT'S NOT ALL ABOUT PRICE

Use Good, Better, Best Alternatives



QRN-116 in one, two or three colors



4. Upsell

Offer a second location -
with our sheet pricing this is
free printing and pure profit

For example, on hoodie or
long sleeve t, suggest a
sleeve





4. Upsell

Add a flag or ribbon

These stock items are sold
at low cost and add profit





4. Upsell

Add a number to personalize within the clip art, low cost, high profits!



Screen Printed Transfer
Easy Prints Layout QFB-150



Express Names™
1" Full Block
Cut the numbers apart for application



4. Upsell

Add a class year to school apparel





4. Upsell

Add a name, position or title

Cost is under \$2 typically
charge \$5-8!





5. The Post Sale Leads to More Sales

Include Thank You with reorder information





5. The Post Sale Leads to More Sales

Be sure your company name and what you offer is on the individual packaging





Conclusion

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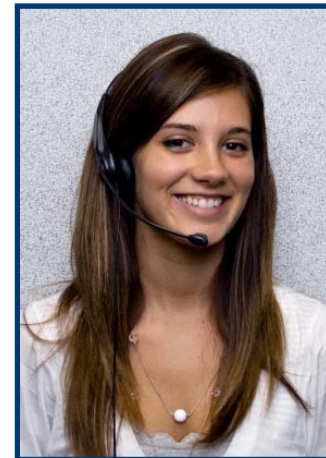
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Thank You for Attending

Next Transfer Express Webinar

- 10 Money Making, Time Saving Custom Printing Tools
- Thursday June 18
- 2:00 PM - 3:00 PM

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