

Step by Step Process to Selling Folding Boxes

Selling folding boxes works in pretty much the same way that you would sell regular print products. The process is made easier and more effective if you follow the process below.

1 Identify the Right Customers

Although folding boxes offer numerous benefits, they won't suit everybody. Some companies have no use for them, so it's a good idea to identify those who need them.

One of your first steps will be to identify the right customers, which type of customer will need to use the boxes, and which won't. This step will help you eliminate the people unlikely to buy the boxes from you, helping you focus on those that will.

2 Create a Prospect List

To help you identify prospects, you can go through your existing client list to see which of your clients meet the right criteria. One key example of such criteria is that the client must sell physical products that will need packaging. You could also try contacting other businesses close to you that are likely to need the product. You should then create a list of prospects that you can start working with.

3 Identify Customer Needs for Custom Product Packaging

When selling any product, it's important to understand your customers' pain points. Once you understand their pain points, it becomes much easier for you to create and pitch products that will help overcome their obstacles. For example, product packaging will help overcome problems with products being damaged in transit.

4 Discuss How Custom Packaging Can Help Their Business

With an understanding of customers' pain points, you're better positioned to explain how custom packaging will help their businesses. You can also cover general benefits, such as fewer damages in transit, improved customer retention, and an increased perception of product value.

5 Demonstrate Products with Samples

It can be difficult for potential customers to see the benefit of a product when it's described to them verbally. However, prospects are much more likely to see why they should buy a product if they have samples that physically demonstrate the product. Therefore, have some quality samples created that will help you show prospects what the product looks like and its physical features. Demonstrating your products to existing clients makes a great opportunity to upsell or cross-sell to them, either upgrading their usual order or adding folding boxes to complement existing products.

6 Provide a Profitable Quote

You will need to send a quote that is both profitable and competitive. You will obviously want to make as much profit as you can, but you also need to ensure your prices aren't so high that prospects go to your competition instead. It's a good idea to research what your competitors are charging to help you find the right balance. With SinaLite, you can get instant quotes 24/7 from our website.

7 Order from SinaLite.com

When ready, you can go ahead and order folding boxes from SinaLite. Using SinaLite.com, you can design your folding boxes for your clients. At this point, you will need to look to your clients for input so you can ensure we create folding boxes that perfectly meet their needs.

8 Deliver a Winning Product to Your Client

When the product is ready, SinaLite will deliver it directly to your client. This is not necessarily the final step of the process, however. It's good to continue working with the client and get feedback on the packaging. Working with them will help you fine-tune your products to their needs, helping ensure they remain loyal customers for years to come. Don't forget to ask satisfied clients to leave a great review for you and refer you to others.