

SALES TIPS and STRATEGIES for SELLING PROMOTIONAL BAGS



Did you know?

In the U.S., every bag generates about 5,700 impressions, which is more than any other promotional item!

cps keystone
Price. Quality. Speed.

** From ASI's 2016 Ad Impressions Study

Pairing the right bag with the right customer can increase those impressions even more. We've partnered with CPS/Keystone to break down the most popular bag styles and top selling tips you can start using to bag more sales today!



Please any customer with the Gusseted Tote Bag. These time-tested bags are great for running errands and transporting all kinds of items, giving them mass appeal for any customer. Look for nonwoven bags with a wide gusset (6" and up) so end-users will have plenty of room to carry literature and samples at events or trade shows, giving your customers even more impressions.

CPS's Gusseted Tote Bag is their top seller, making it a sure shot to win over your customers.



Feed your appetite for sales with the Grocery Tote. These super-popular bags are huge sellers with virtually any business. Why? Because every end-user goes to the grocery store! These bags' reinforced bottoms make them great for heavy food items, not to mention they're nonwoven and made with recyclable materials. Going green and getting free advertising – what's not to love?

Pitch **CPS's Grocery Tote** as a smart advertising solution to bag bans at stores – small businesses and large corporations alike can take advantage.



Pitch the perfect beach bag with the Lake Tote. This promo is a great summer bag, making it a perfect choice for travel companies, resorts and coastal-area businesses. End-users will be happy to use this environmentally friendly bag to carry their beach gear, and your customer's brand will be seen by other vacationers in the area.

CPS's Lake Tote features a 4.5" gusset; end-users will have plenty of room to lug all their stuff to the beach – don't forget the sunscreen.



Appeal to travel or hospitality customers with the Cruiser Tote.

These stylish nonwoven bags make excellent giveaways for airlines, cruise lines, corporate events and any other business that wants to make a statement. Not only do their handles boast a subtle nod to nautical style, they're also made with terylene, a strong material that gives them additional strength and higher perceived value to end-users.

Suggest that your customers give out **CPS's Cruiser Tote** filled with vacation-centric items to win repeat customers on big-ticket trips.



Get more features for your money with the River Tote. With its compact size and built-in pocket, this nonwoven bag is perfect for end-users to carry around literature and freebies during smaller events, such as job or health fairs.

CPS's River Tote's 28" handles are perfect for attendees to sling over their shoulder while they walk around and check out booths.

As one of the industry's top-performing promotional items, **bag sales can make up a huge portion of your earnings if you pitch them right.** Apply these tips when selling these walking billboards to your customers, and you're sure to **walk away with more sales.**



ABOUT CPS/KEYSTONE

For over 26 years, CPS/Keystone has been providing distributors with popular promotional products at some of the most competitive prices around. No matter what your customers are looking for, **we're sure we'll have what you need at a price you'll love, too.**

Want to work with us?

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