

How to sell more POCKET FOLDERS

Reseller Guide



How to Sell More Pocket Folders in CANADA

As a reseller buying at the best wholesale prices, you have a unique opportunity to offer **high-quality pocket folders with excellent margins** to final clients across the country. This guide outlines practical strategies, free tools, and actionable tips to help you grow your folder sales with minimal investment.

**Boost
Your
Sales**



Target Niche Markets

(Speak Their Language)

Pocket folders are used across industries – but to sell more, tailor your pitch to specific niches that regularly need presentation materials. Every industry has unique needs, styles, and expectations, and your ability to speak their language makes the difference between a quote and a sale.



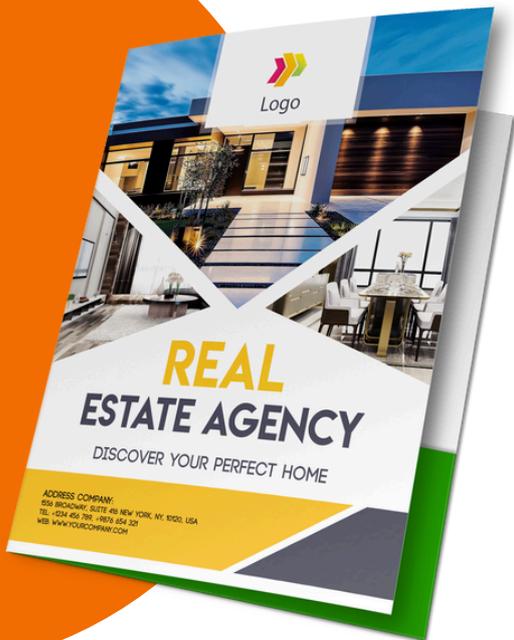
Here's how to approach each market:

Real Estate Agents & Agencies

Use: Closing folders, listing kits, offer presentations, welcome folders for buyers.

Pitch: "Make a professional first impression at the table — branded folders show you mean business."

Design Tip: Include slits for business cards and optional inserts like feature sheets or mortgage tips.



Schools, Colleges & Universities

Use: Admissions packets, event programs, info kits, financial aid folders.

Pitch: "Give your students and families something organized, branded, and memorable."

Design Tip: Use school colors, logos, and space for forms or class schedules.





Accountants, Lawyers & Financial Advisors

Use: Tax return folders, legal document presentation, contracts.

Pitch: “Clients trust what looks professional – organize your documents in style.”

Design Tip: Keep it minimal and elegant, with foil stamping or embossing for a premium feel.

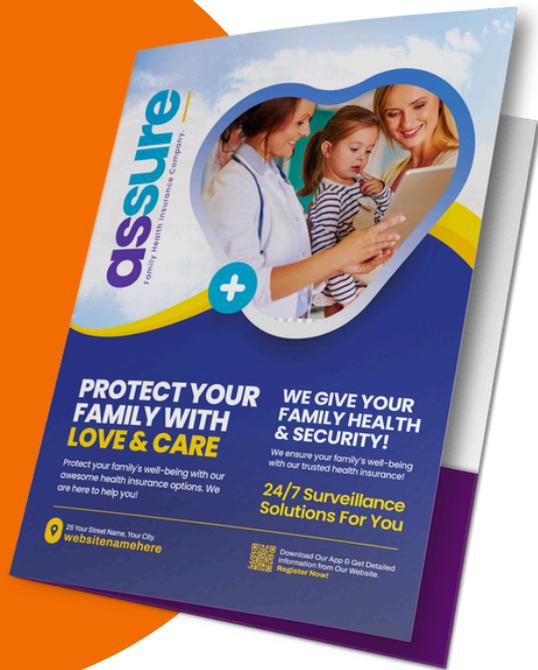


Conferences, Expos & Events

Use: Welcome folders, agenda kits, sponsor highlights, speaker bios.

Pitch: “Help attendees stay organized and showcase your brand or sponsors at the same time.”

Design Tip: Include pockets for brochures, maps, and even a lanyard or badge insert.



Medical & Wellness Clinics

Use: Patient intake folders, procedure explanations, welcome kits.

Pitch: “Present your practice as trustworthy and polished from the first interaction.”

Design Tip: Include one pocket for paperwork, the other for aftercare instructions or marketing materials.



Gyms, Spas & Fitness Studios

Use: Membership kits, new client folders, program guides.

Pitch: “Start the client journey strong with a folder they’ll keep and refer to.”

Design Tip: Use bright colors and health-focused messaging. Consider adding inserts for schedules or promotions.

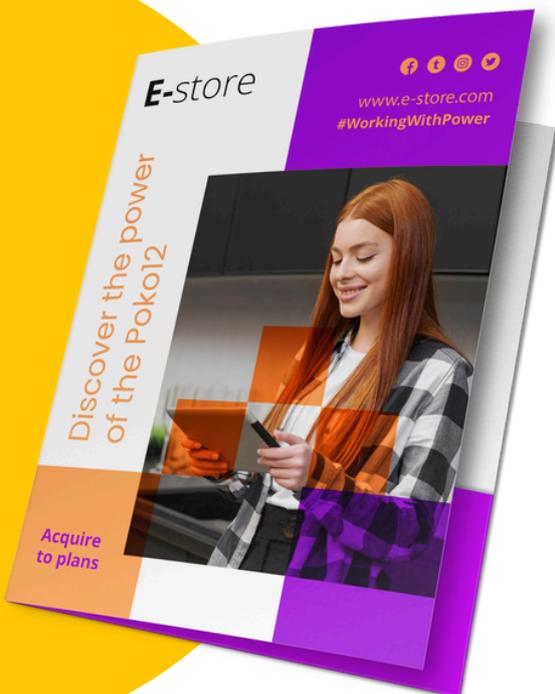


Coaches, Consultants & Course Creators

Use: Session materials, onboarding kits, course handouts.

Pitch: “Add perceived value and structure to your program with branded folders.”

Design Tip: Pair with workbooks or binders for a complete presentation kit.



Retail & E-Commerce Brands

Use: Wholesale program materials, brand partnership kits, line sheets.

Pitch: “Support your outreach with professional folders that reflect your visual identity.”

Design Tip: Use brand photography, seasonal graphics, and consistent fonts.



Churches & Nonprofits

Use: Fundraising packets, community program folders, volunteer onboarding.

Pitch: "Make your mission easy to share and understand with organized materials."

Design Tip: Emotional images, quotes, and donation forms enhance engagement.



Construction & Trades

Use: Estimate presentations, safety documentation, project folders.

Pitch: "Show clients your professionalism before the work even begins."

Design Tip: Use sturdy stocks, bold typography, and space for inserts like business cards or permits.



Marketing Agencies & Design Studios

Use: Proposal kits, portfolio samples, service presentations.

Pitch: “Don’t just show your work — present it.”

Design Tip: Choose finishes like Spot UV, Soft Touch, or Raised Foil to highlight your creativity.



Tutors, Private Educators & Daycares

Use: Parent welcome folders, program outlines, enrollment documents.

Pitch: “Give families a clear and confident first impression of your program.”

Design Tip: Include playful but clean designs with space for checklists and inserts.



Travel Agencies & Tour Operators

Use: Itinerary folders, travel kits, promotional offers.

Pitch: “Create an exciting and organized experience before the trip begins.”

Design Tip: Use vivid imagery, map inserts, and clear branding.



Printing Resellers & Brokers

Use: Sample folders, price sheet kits, sales leave-behinds.

Pitch: “Sell smarter by showing the quality you’re offering in person.”

Design Tip: Include multiple finishes and paper samples to showcase options.



QUICK TIP

Customize your visuals, language, and folder layout to fit each industry.

For example, a real estate folder may need space for contracts and keys, while a school may want a slot for a brochure and a financial aid checklist.

Free Tools



Create niche-specific visuals and PDF proposals

<https://www.canva.com/>



ChatGPT

Generate industry-specific ad copy and email scripts

<https://chatgpt.com/>



Pexels



Unsplash

Free stock photos to enhance your presentations

<https://www.pexels.com/>
www.inplash.com



You don't need a full website to start selling. A clean, single-page website (landing page) can showcase your products and get customers to contact you or order.

Your page should include:

High-quality product images or mockups

Description of finishes (Raised Foil, Spot UV, etc.)

Clear pricing table with quantity breaks

Contact form or chat link

Optional: download your catalog or request a quote

Check which of these elements your website currently has and structure the ones it's still missing, to ensure a much more effective, simple, reliable, and conversion-driven customer experience.

Recommended Tools

(Free or Freemium)



| Tool | Purpose | Link |
|---|---|---|
|  Carrd | Build fast landing pages | https://carrd.co/ |
|  | Visually appealing no-code websites | https://www.canva.com/website-builder/?msockid=189194494fd76abf353181e64e786ba8 |
|  ConvertKit | Email collection + automation (free plan) | https://kit.com/resources/blog/convertkit-is-now-kit |

Use a Free Sample Kit to Close More Sales

Seeing is believing. One of the most effective ways to convert potential clients is by letting them **touch and feel** the product quality.

By requesting the Free Sample Kit from Tradeonly Folders, you'll receive a curated selection of popular pocket folders with premium finishes like **Raised Foil** and **Spot UV**.

No need to create your own kit — just use the one provided by your supplier to boost confidence and close more deals.

Use this kit to:

- * Showcase the variety of folder styles and finishes
- * Help clients visualize how their branding will look
- * Build trust by demonstrating professional quality

[Request Your Free Sample Kit here](#)





Use LinkedIn to Prospect B2C Clients

Your target buyers are small businesses, marketing agencies, schools, or realtors – and many of them are active on social media.

Where to look:



Search by job title and location (e.g., "Marketing Manager Toronto", "Broker Toronto")

Canada

- * **Marketing Manager / Director of Marketing:** Crucial for any business needing promotional print materials like brochures, flyers, or banners.
- * **Small Business Owner / Entrepreneur:** In Canada, many SMEs rely on the owner for all purchasing decisions, including print.
- * **Creative Director / Graphic Designer (Freelance or Agency):** These professionals often partner with print resellers to fulfill client projects.
- * **Operations Manager:** Can be responsible for ordering day-to-day business print needs such as forms, labels, and stationery.
- * **Event Coordinator / Trade Show Manager:** Organizers of Canadian events consistently need printed signage, badges, and promotional handouts.
- * **Human Resources (HR) Specialist:** Needs for employee manuals, onboarding kits, internal communications, and safety posters.
- * **Purchasing Agent / Buyer:** In larger Canadian corporations, this role handles all procurement, including large print orders.
- * **Brand Manager / Communications Specialist:** Ensures brand consistency across all touchpoints, including printed materials.
- * **Retail Store Manager:** Needs for in-store signage, promotional flyers, and product labels.
- * **Restaurant/Hospitality Owner/Manager:** Requires menus, flyers, promotional cards, and branded items.



Use **facebook** to Prospect B2C Clients

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Where to look:



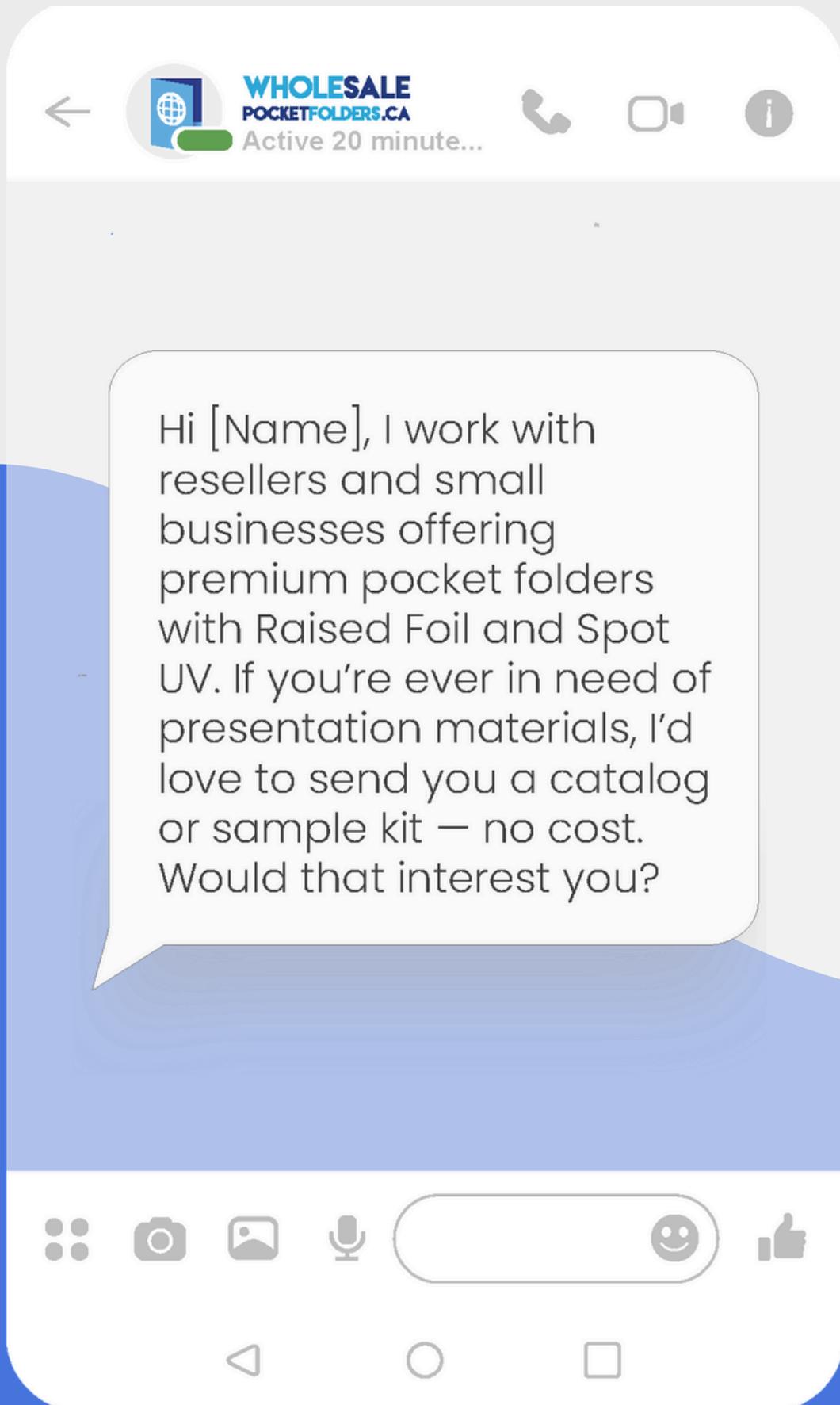
Facebook Groups

Example of How to Look for Facebook Groups in Canada

- * **Small Business Owners of Canada**
 - * **Canadian Small Business Owners**
 - * **Canadian Female Entrepreneurs & Small Business Owners**
 - * **Canadian Marketing & Biz Owner Support**
 - * **Online Business Owners Canada**
 - * **Shopify Canada Owners**
 - * **Canada Small Business Network**
 - * **Canadian Home-Based Business Owners**
 - * **Canadian Business Owners & Entrepreneurs**
- * **Your Specific Canadian City/Region Small Business Group:**
For example, "Toronto Small Business Owners," "Vancouver Small Business Network," "Montreal Small Business Owners." These are excellent for local connections. (You'll need to search for your target city/region.)

Example Search: "Toronto Small Business Owners"

Example Outreach Message



Build a Smart Pricing Structure

Take advantage of your reseller pricing and prepare a simple, clean pricing sheet for your clients. This helps eliminate guesswork and builds confidence.

Example

| QTY | Your Cost | Suggested Price | Profit |
|-----|-----------|-----------------|--------|
| 100 | \$180 | \$360 | \$180 |
| 250 | \$360 | \$700 | \$340 |
| 500 | \$600 | \$960 | \$360 |

Use Canva, Google Sheets, or PDFescape to build a branded pricing sheet you can email or print

The Canva logo is displayed in a blue and purple script font.

Google
Sheets



Bonus

Campaign Ideas to Attract Clients Year-Round



Back-to-School Season

(August–September)

Offer branded folders to schools

Bonus

Campaign Ideas to Attract
Clients Year-Round



Sell to realtors for closing presentations
(All year)
Use foil folders as part of client gift kits

Bonus

Campaign Ideas to Attract Clients Year-Round



Corporate Holiday Folders

(October–December)

Use foil folders as part of client gift kits

Bonus

Campaign Ideas to Attract
Clients Year-Round



Tax Season Kits

(February–April)

Promote to accountants and
financial advisors

Free Resources to Help You Sell More

| | Tool | Website | Purpose |
|---|-----------|---|--|
|  Pexels | Pexels | https://pexels.com | Free professional product & lifestyle images |
|  removebg | Remove.bg | https://remove.bg | Remove image backgrounds instantly |
|  escape | PDFEscape | https://pdfescape.com | Edit PDFs and add branding |
|  loom | Loom | https://loom.com | Record quick videos for sales demos |

Maximize your results by combining these tools and strategies with your sales and marketing team. With Wholesale Pocket Folders as your trusted printing partners, you'll always get top service, faster turnaround times, competitive pricing, and a wide range of products, finishes, and variations — everything you need to drive pocket folder sales all year long.