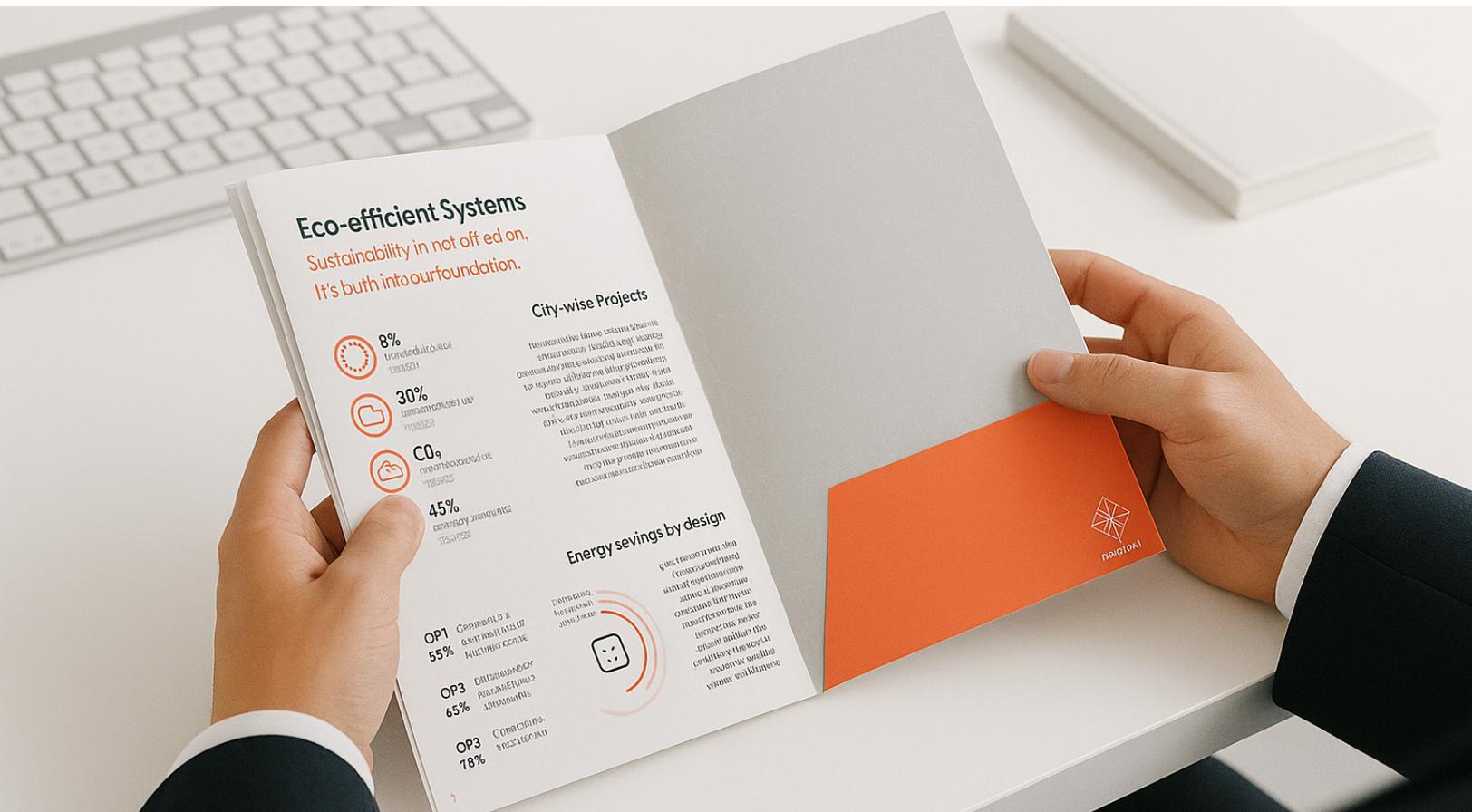


# Booklet

# Pocket Folders

## Upselling Sales Guide



**Make a stronger impression. Offer more value.**

This guide will help you present and sell this product as a premium solution to your clients.



# Why Your Clients Will Want This Product



## Professional Presentation, Built-In

These folders come with saddle-stitched pages already inside — perfect for rates, services, product overviews or detailed proposals.



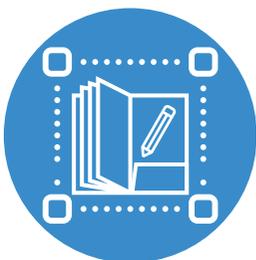
## All-in-One Format

Instead of sending multiple pieces, your clients can deliver everything in one smart, cohesive product.



## Premium Look, Practical Value

It feels like a high-end catalogue, but with the functionality of a folder. Ideal for high-stakes meetings, sales kits, or onboarding packages.



## Customizable to Fit the Brand

Multiple pocket sizes, finishes and layout options let you tailor it to each customer's image and needs.

# When and How to Offer This Product

## IDEAL FOR:



### **Client presentations**

For agencies or professionals showing detailed service packages



### **Welcome kits**

For onboarding new hires or clients



### **High-stakes meetings**

For proposals, bids, or product launches



### **Trade shows & conferences**

Great for handing out more than just a business card

## PHRASES THAT WORK:



What if you could hand over your entire offer in one professionally-bound folder?"



This format adds value without adding loose pages or extra print costs.



Our clients love it for onboarding kits and curated service bundles.

# Handling Objections Like a Pro



"Isn't this more expensive than a standard folder?"



Yes — but it replaces multiple print items in one elegant solution. Less paper, less clutter, more impact.



"What if my client doesn't know how to use it?"



That's where you come in. This guide helps you explain the benefits in seconds.



"Do I need to order a huge quantity?"



Not at all. But ordering in volume gives you access to better pricing tiers — and more margin.



"My clients haven't asked for this."

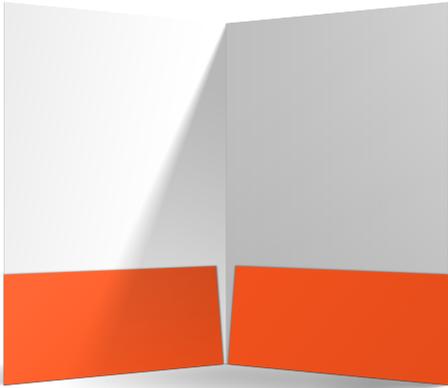


That's why it works. You'll be the one offering something they haven't seen yet — and can't ignore.

*"Need help with a different question?  
Our team is here to support you."*

# Standard vs Premium See the Difference

## Standard Pocket Folder



VS

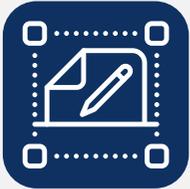
## Booklet Pocket Folder



- One pocket
- Loose inserts only
- Single-function

- ✓ Built-in stitched pages
- ✓ Everything presented in one piece
- ✓ Perfect for premium presentations

# Everything You Need to Sell With Confidence



## Editable Mockup

Quickly show your clients how the final product could look with their brand.



## File Checklist

No surprises at prepress — follow this to send print-ready files the first time.



## Product Quick Guide

Specs, finishes, and tips to help answer common questions fast.



## 1:1 Support

Need help with your files or ideas to present it better? We've got you.

*Already placed your order? Make sure you're using all the tools available to you.*

# Thank You for Partnering With Us

We hope this guide helps you sell with confidence and clarity.

If you need support, ideas, or help with custom solutions, our team is always here for you.

Let's keep growing your business — together.

✉ [sales@wholesalepocketfolders.ca](mailto:sales@wholesalepocketfolders.ca)

☎ 1-800-746-1210

🌐 [wholesalepocketfolders.ca](http://wholesalepocketfolders.ca)

