

# Approaching Clients to Sell Folding Boxes

The corrugated and folding box market has been growing quickly. For example, in the United States, this market is expected to [grow to \\$93.8 billion](#) in 2026, from \$74.5 billion in 2019.

Folding boxes offer numerous advantages to businesses, including those in the ecommerce industry that has seen a boom in recent years. Such benefits include helping to protect products in transit, improving the experience for consumers, and increasing the perceived value of products.

With such benefits in mind, clients are waiting to hear from you to learn more about your new product. Here's a look at how you can approach them to sell your folding boxes to them.

## Identifying Target Customers

To begin with, you will need to find your target customers. Targeting the right customer means identifying those most likely to need your products.

When you know your target customers, it's time to start building a list of prospects. These are companies and clients that probably need your products and are likely to be in a position to buy from you. A customer relationship management (CRM) platform or software like MailChimp will help you build and manage your prospect database.

# Tips to Approach Clients and Get Results

With your prospects identified, it's time to start approaching them. There are various ways you can do this effectively.

## **Email Marketing:**

Studies have shown that [email marketing is 40 times more effective](#) than Twitter and Facebook combined for acquiring new customers. Not just any emails will do, of course. You will need to understand [how to write emails](#) that convert to help generate sales.

## **Cold Calling**

Cold calling is another very effective method of getting sales when done right. You will need to prepare a script that helps your callers generate interest in your products and close the deal. Sales calling software is available that will help you manage your prospect database, update prospect details as you work with them, and help you make calls more efficiently. Remember that it's important not to get pushy otherwise you might end up losing them altogether.

## **In Person**

When your clients come into your shop, it's the ideal opportunity to approach them about folding boxes. When you're with prospects in-person, you can read their body-language, while they can also be influenced by your enthusiasm. It's also a great opportunity to physically demonstrate your product.

### LinkedIn

Hopefully, you will already have a LinkedIn account and have made connections with other businesses in your industry. This will give you prospects to reach out to and sell your product. If you don't have a LinkedIn account or you have few contacts, it's easy to find more people who might be interested using the search feature.

The best way to use LinkedIn would be to give prospects useful information to pique their interest in your product. Educate them on how your product will benefit them and follow up with a great deal on your boxes.

## Tap Into the Power of Social Media

Social Media accounts are among the most powerful marketing platforms. They allow you to reach a vast audience, and they also allow you to publish marketing materials that will help you make sales.

Marketing on social media is often most effective when you take a non-salesy approach. Instead, create quality content that highlights the benefits of your product to help people understand why they should buy your product.

## Start Selling Folding Boxes Today

Folding boxes are an in-demand product that can help businesses in numerous ways. They are also an affordable and cost-effective tool for branding and marketing, which makes them an excellent product to sell.

Above is just a select few of the most popular methods that are likely to be effective and relatively easy to put into practice on a limited budget. When partnering with SinaLite, you can be confident of selling a product that will be in demand and help your business grow.