



**INCREASING SALES IN THE  
CONSTRUCTION INDUSTRY**

A COMPREHENSIVE  
WHITE PAPER

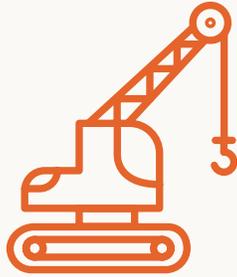
 **OUTDOOR CAP.**

**T**he construction industry comprises six to nine percent of the GDP for developed countries. Construction companies will use branded hats as part of their employee uniform, with highly visible elements, the cap can easily transform into a safety feature. As a promotional item, they're used as gifts for new and potential clients and passed out at everything from small community events to national industry conferences.

The purpose of this document is to provide you with extended knowledge of the construction industry as it relates to promotional products, as well as offer tips to help expand your cap sales into the market.

In this guide, we will look at different types of construction companies, equipment operators, and small companies who specialize in construction or remodels, so that you will have a better understanding of how to target each.

You will learn how to reach out to common decision makers in various supply chains. You will also learn how to optimize sales among differing promotional product usage behaviors.



**CONSTRUCTION  
SECTORS**



**T**here are three primary categories of construction all serving different purposes within the industry—buildings, infrastructure, and industrial. Each will have a different set of clients and investors.

## BUILDINGS

Companies in this sector erect buildings for either residential or commercial use. Larger companies may specialize in both.

Residential buildings include homes, apartment buildings, duplexes, etc. Residential buildings have their own set of codes and safety measures that must be followed.

Commercial buildings are structures that will house commercial businesses like retail stores, restaurants, etc. These may be funded through local government trying to expand the city's growth or through the businesses that will be housed in the buildings.

Large construction companies will often purchase pieces of land and build housing editions then sell each property individually.

They will either finance this endeavor through a bank or with real estate investors. Hats can be used as giveaways during meetings with potential investors as a sign of good will.

Typically with commercial buildings, the construction company will not own the land or property. They're simply hired to complete the project.

Providing hats to influential members of the city council, the chamber of

SMALLER CONTRACTORS MAY INSTEAD BUILD CUSTOM HOMES FOR INDIVIDUALS OR FAMILIES WHO OWN A PLOT OF LAND ON WHICH THEY PLAN TO BUILD. IN THIS CASE, **CAPS CAN BE GIVEN TO CLIENTS AS A WAY TO SAY THANK YOU.**



commerce, and government employees can help keep the company top of mind next time the city is in the market for a construction company.

Smaller contractors may instead build custom homes for individuals or families who own a plot of land on which they plan to build. In this case, caps can be given to clients as a way to say thank you, and bonus—whenever they wear them in the community; it's free advertising for the contractor, which can lead to new business.

## INFRASTRUCTURE

The infrastructure sector builds things that the population will use like dams, bridges, parking garages, roads, and interstates. The main client for this business is government; usually at the state level, but sometimes it will be divided by counties or even cities.

## INDUSTRIAL

Industrial construction companies build things like manufacturing plants, warehouses, and power generation facilities.

The clients for these types of jobs will be manufacturers, electric cooperatives, water distributors, gas companies, etc. Large construction companies who specialize in this type of work can bid for jobs.

Giving the client a memento will help keep them top of mind and hopefully increase their chance of landing the gig.



**A**lthough many of the vocations and trades in this section can work for corporate construction companies, we're going to focus on those that own their own small business or work independently.

I would encourage any entrepreneur in these fields to use their promotional caps as part of the daily uniform for themselves and any employees. Caps are also good to give as gifts to new or potential customers. The advertising impressions increase with each cap added to the community.

## ARCHITECTURAL FIRMS

Architectural firms will use proposals to bid on design projects with various clients—companies, city/state government, community groups, etc.

One way to set themselves apart from other architects bidding on a job is by offering a promotional gift to thank potential clients for their consideration.

Clients will appreciate the gesture, and the cap will help keep the firm top of mind when it comes time to select a design.

## ELECTRICIANS

Electricians may specialize in residential, commercial, repairs, or remodels. Some have no specialty, but rather hustle every day to bring in new jobs. A lot of times, they rely on word of mouth to grow their small business.

Promotional caps enhance traditional word of mouth because they encourage satisfied customers to not only talk about the electrician and the work he did but also wear his logo and contact information out in the community creating more buzz.





WHEN NEIGHBORS  
AND TRUSTED  
COMMUNITY  
MEMBERS GIVE  
THEIR SEAL OF  
APPROVAL BY  
WEARING THE  
PAINTER'S CAP,  
IT CAN PUT  
POTENTIAL  
CLIENTS AT EASE  
**KNOWING HE  
IS TRUSTED BY  
THEIR PEERS.**

## LANDSCAPERS

Landscapers do a variety of jobs from mowing lawns to planting and maintaining gardens, to designing intricate outdoor entertainment spaces.

In my neighborhood, I get a lot of flyers stuffed in my door from landscapers looking to book additional work. Maybe it's just me, but those never work.

Alternatively, if I'm in the market for someone to take care of my flower beds, and I see someone wearing a cap at my neighborhood's monthly block party advertising a landscaping service, that would catch my attention.

It shows me that my neighbor has used the company, approves of their work, and trusts the individuals that continue to come back to his house.

At the very least it would spark a conversation about the company, which anyone at the party can potentially join. Now that's some serious word of mouth.

## PAINTERS

It's even more important for potential clients to trust a painter than other entrepreneurs because the painter will actually be in the home, possibly when the homeowner is away.

When neighbors and trusted community members give their seal of approval by wearing the painter's cap, it can put potential clients at ease knowing he is trusted by their peers.



## PLUMBERS

At some point, every homeowner will need to call a plumber. Whether it's a leaky faucet, a broken garbage disposal, or something a little less sanitary, it's bound to happen sooner or later.

Like painters, it's important that plumbers are trusted, reliable sources since they will be in the home, at times unsupervised. Giving a promotional cap up front serves as an act of goodwill.

Homeowners will be more likely to trust a plumber who gives them a gift up front when entering the home. This practice is not unlike guests bringing a bottle of wine to the hostess of a dinner party. It's a simple, kind gesture that instills faith in the owner of the home.

## ROOFERS

In addition to installing roofs on new buildings, roofing companies get a lot of business immediately following a big storm to repair any damage.

Often in times like these, homeowners will be frantic to get someone as soon as possible, especially if they have a leak that could cause further damage.

The objective for roofing companies in this scenario is to stand out from the crowd. What can a roofer do to ensure he gets a job even if he's booked up for a week after the storm?

If homeowners have seen the roofer and his employees wearing the company's branded hats while working in his neighborhood, and then saw the solid roofing job that was done, they're already going to have a positive impression of the company.

If they see their neighbors wearing the company's cap and then receive one of their own, it's only going to further increase their perception of the company.

The goal for roofers is to not only be on top of their house, but also on top of their heads.

**A**t Outdoor Cap, we want to help you win the sale. When you succeed, we succeed. That is why we are offering these selling kits to you absolutely free. It is important to us that your customers realize and take advantage of the value promotional headwear can bring them.

The construction industry constitutes almost \$800 Billion of the U.S GDP per quarter. With our high-quality headwear samples, the tips provided in this document, and your sales expertise, you should have no problem securing your piece of the market share.

For more information on increasing your promotional hat sales, visit our blog ([blog.outdoorcap.com](http://blog.outdoorcap.com)), and subscribe to our email updates. We offer free selling kits periodically; you will be first to know when new kits are made available.

**YOU CAN SEE ALL OF OUR RESOURCES  
AND DEVELOPMENT KITS AT  
[OUTDOORCAP.COM/KITS](http://OUTDOORCAP.COM/KITS)**



*WRITTEN BY EMILY POTTER*