

HOW TO SELL

**ONE
TOUCH™**

by  **OUTDOOR CAP®**

AN EDUCATIONAL WHITE PAPER



Outdoor Cap has over 40 years of headwear expertise, making us an authority on cap trends and consumer needs. We wanted to take headwear in a new direction by offering a universal, perfect fit that empowers customers. We designed a streamlined cap with seamfree construction that provides all-day comfort with a sleek, minimalistic style.

We are proud to add OneTouch™ to our line of high-quality headwear. A unique knitting technique is used to create fabric in a rounded shape removing the need for multiple panels and seams, resulting in a single continuous panel that creates a perfect fit every time.

Each style is developed with specific wicking fabrics and closures in mind to create the lightest high-performing hats possible. OneTouch™ by Outdoor Cap is up to 50% lighter than traditional caps.

All OneTouch™ by Outdoor Cap products have an active cooling sweatband, Q3® wicking fabric, and a 3D welded Outdoor Cap logo. The cooling sweatband actively decreases in temperature when you sweat. Q3® fabric technology wicks moisture away from the skin and transfers it to the surface for evaporation.

New manufacturing technology introduces us to the world's first seamless crown. This gives you an even flex all the way around your head creating the perfect fit for everyone.

OneTouch™ by Outdoor Cap is an innovative piece of headwear, unlike anything you have ever seen before. Sports teams and businesses alike will appreciate the high-tech seamless fit and style OneTouch™ provides.

You can find all four of our OneTouch™ styles—REEVO, SHIFT, FLIGHT, and EDGE—on all three OC pages: Promotional Products, Outdoor Sports, and OC Sports. Check them out and join the revolution.

Having a piece of advertising as inventive and ground-breaking as a OneTouch™ cap will promote the brand that utilizes it as such. Companies will invest in cutting-edge apparel that will boost their reputation and awareness within the market.

The purpose of this document is to provide you with extended knowledge of the promotional products industry, as well as offer tips to help you sell OneTouch™ caps into the market.

In this guide, we will look at different types of companies and businesses, so that you will have a better understanding of how OneTouch™ caps will benefit each. You will learn how to target and reach out to common decision makers in various businesses both small and large. You will also learn how to optimize sales among differing promotional product usage behaviors.

MODERN MARKETS

Companies within industries that pride themselves on their ability to stay up-to-date on modern trends like technology, education, and entertainment are a perfect fit.

TECHNOLOGY

Jobs within the technology industry have increased for five consecutive years. In 2015, the market reached a total of 6.7 million workers, more than the financial and construction industries. A total of 45 states saw increased job growth with California, New York, and Texas leading the charge.

There are over 473,000 tech companies in the U.S. accounting for about 7% of the country's GDP.

Promotional caps serve three distinct purposes for technology and startup companies.

- Used to entice new and potential talent
- Given to employees as milestone gifts
- Worn at trade shows as part of the employee uniform

EDUCATION

The education industry is said to be a recession-proof market. In the worst of economic times, after the 2008 crisis, the education market remained steady and even showed considerable growth, all things considered.

The collegiate retail industry is estimated to be worth an annual \$10 billion. There are over 2,600 colleges and universities in the United States, and they are a gold mine of promotional products.

OneTouch™ by Outdoor Cap offers opportunities for schools of all levels from collegiate to elementary and everything in between.

- Athletics
- Booster Clubs
- Clubs and Activities
- Graduate Programs
- Greek Life
- Preschools
- Private Schools
- Public Schools
- Summer Camps
- Trade Schools
- Youth Centers

ENTERTAINMENT

The U.S. media and entertainment industry is a \$703 billion market comprised of business that produce and distribute movies, TV, commercials, streaming content, music, radio, books, video games, and more. It is expected to reach over \$800 billion by 2021 according to PriceWaterhouseCoopers.

OneTouch™ caps can be used to advertise and boost sales for all sorts of businesses within the media and entertainment industries.

- Magazines and Newspapers
- Local Television and Radio Stations
- Amusement Parks
- Casinos and Resorts
- Fairs and Festivals
- Social Media Sites
- Theaters
- Venues

MILLENNIALS AND GEN Z

Markets that have a young target demographic like specialty beverages, non-profits, and real estate will value the sleek, trendy design.

BEVERAGES

The specialty beverage industry is a multi-billion-dollar business. Offering everything from bottled water to meal replacements, the promotional sales opportunities are seemingly endless.

OneTouch™ caps are the perfect product to pair with a business sector that is highly saturated with hipsters and young people.

- Coffee Shops and Tea Rooms
- Energy Drink Companies
- Smoothie and Juice Bars
- Bars and Night Clubs
- Alcohol Distributors
- Liquor Stores
- Breweries
- Distilleries
- Wineries

NON-PROFITS

In 2014, the non-profit industry was worth nearly \$900 billion. If you look hard enough, you will find at least one charity event in your area every weekend of the year. These events are made possible with promotional products.

Promotional caps serve three distinct purposes for non-profits.

- Act as walking billboards to promote awareness of a cause or organization
- Act as gifts to thank volunteers and donors for their contribution
- Act as fundraisers to be sold for a profit

Keep in mind, most businesses in this industry are working with a limited budget. Since OneTouch™ caps have a bit of a higher price point than other caps, you will really have to defend the product to your buyers

REAL ESTATE

Purchasing any type of property is a huge commitment; it is one of the biggest investments a consumer will ever make. Whether it is land, a home, or a business, she is going to do her research to find a realtor she can rely on to guide her through the process.

Promotional hats act as a first impression; a gift that will begin the process of building trust with clients. By helping your real estate customers understand this simple fact, you will maximize your selling potential and theirs.

There are countless companies and individuals who have a hand in the process of facilitating a property sale. This means you have countless potential OneTouch™ customers within the real estate industry.

- Homes Owners' Associations (HOA)
- Property Management Companies
- Residential Properties
- Appraisers & Surveyors
- Architects & Builders
- Banks & Loan Operators
- Commercial Properties
- Industrial Properties
- Title Companies
- Inspectors
- Investors
- Land
- Realtors

MATURE DEMOGRAPHICS

Sectors with a more mature audience will appreciate all that OneTouch™ has to offer, especially those with significant expendable income like financial, health care, or those in the hunting and fishing markets, since OneTouch™ is a higher end product.

FINANCIAL

Financial markets in America are the largest and most liquid in the world. In 2016, finance and insurance represented 7.3% (\$1.4 trillion) of the U.S. GDP.

Consider all the financial businesses within your area, both the ones you have an established relationship with as well as those potential new clients.

OneTouch™ is revolutionizing the promotional headwear market. Talk to them about how this cap can not only advertise their company, but also give off the impression that it is up-to-date with market trends.

- Banks
- Credit Unions
- Insurance Agencies
- Credit Card Companies
- Lending Institutions
- Tax Representatives
- Wall Street

HEALTH CARE

The health care industry has an annual revenue totaling over \$1.6 Trillion. There are over 750,000 medical companies in the U.S.

Health care professionals spend an average of 25% of their total marketing budget on promotional products. Most of which are used for marketing giveaways, client gifts, wellness initiatives, company events, or employee gifts.

Reach out to any of the following health care facilities to make sure their next selection is a OneTouch™ cap.

- Cancer Treatment Centers
- Chiropractors
- Drug and Alcohol Rehabs
- Elderly Care and Assisted Living
- Fitness Centers
- Hospitals
- Independent Practices
- Insurance Companies
- Medical Cannabis Dispensaries
- Pharmacies and Drug Companies
- Spas and Reflexology Centers
- Ultrasound and Birthing Clinics
- Vitamin Supplement Stores

OUTDOOR SPORTS

There are 12.5 million hunters over the age of sixteen each year who spend around \$23 billion on expenses necessary for the sport. There are around 185 million hunting trips taken in the U.S.

With so many different types of businesses serving the outdoor sports sector, it is easy to find new clients who will appreciate all that OneTouch™ by Outdoor Cap has to offer.

- Bait Shops
- Campgrounds
- Gun Ranges
- Hunt Clubs
- Hunting Lodges
- Hunting/Fishing Supply Stores
- Meat Processors
- State Regulators
- Taxidermists

If you can help companies see how valuable promotional headwear can be in growing and maintaining their customer base, your sales volumes are guaranteed to increase.

At 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. It is important to us that your customers realize and take advantage of the value promotional headwear can bring them.

The promotional products industry earned nearly \$21 billion in 2015. 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 promotional hat sales, visit our blog (blog.outdoorcap.com), and subscribe to our email updates. We offer selling kits periodically; you will be the first to know when new kits are made available.

**YOU CAN SEE ALL OF OUR RESOURCES
AND DEVELOPMENT KITS AT
OUTDOORCAP.COM/KITS**



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